

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM692740

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Roesch, Inc.		11/19/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Roesch Acquisitions, LLC		
Street Address:	1226 Palmer Creek Drive		
City:	Columbia		
State/Country:	ILLINOIS		
Postal Code:	62236		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	5223627	ICE MADE EASY	
Registration Number:	1485183	ICE MAID	
Registration Number:	4108191	ICE MAID	
Registration Number:	4108197	ICE MAID EASY	
Registration Number:	4752936	ICE MAID EASY	
Registration Number:	4736475		
Registration Number:	4736477	ICED MADE EASY	
Registration Number:	4736476	ICED MADE EASY	
Registration Number:	5210953		
Registration Number:	1206498	R 1916	
Registration Number:	4108190	ROESCH	
Registration Number:	5210954	YOUR ONE-STOP SHOP FOR ALL THINGS ICE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3146215070		
Email:	iptm@armstrongteasdale.com		
Correspondent Name:	Donna F. Schmitt		
Address Line 1:	7700 Forsyth Blvd., Ste. 1800		

CH \$315.00 5223627

Address Line 4:	St. Louis, MISSOURI 63105
ATTORNEY DOCKET NUMBER:	27889-1
NAME OF SUBMITTER:	Abigail Zeller
SIGNATURE:	/Abigail Zeller/
DATE SIGNED:	12/06/2021
Total Attachments: 4 source=Trademark Assignment 19NOV2021-50699601#page1.tif source=Trademark Assignment 19NOV2021-50699601#page2.tif source=Trademark Assignment 19NOV2021-50699601#page3.tif source=Trademark Assignment 19NOV2021-50699601#page4.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of Nov 19, 2021 by and between Roesch, Inc. ("Seller") and Roesch Acquisitions, LLC ("Buyer").

WHEREAS, Seller and Buyer entered into an Asset Purchase Agreement dated July 1, 2016, in which Buyer purchased from Seller all of the Acquired Assets, including all of its intellectual property assets, for the consideration specified in the agreement;

WHEREAS, Seller has made exclusive use of the trademarks shown on the attached **Schedule A**, hereinafter the "Trademarks," and Seller now desires to assign all of its rights, title and interest in and to the Trademarks;

WHEREAS, Buyer desires to acquire the Trademarks;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment and Sale. Seller does hereby sell, assign, transfer and set over unto Buyer all right, title and interest in and to the Trademarks, together with any and all goodwill associated with the use and/or registration of the Trademarks and all common law rights associated therewith.
2. Amendment. This Agreement may not be amended or modified except by an instrument in writing signed by the party affected by such amendment and expressly stating that it is intended to amend this Agreement.
3. Assignment. Neither this Agreement nor any right, remedy, obligation or liability arising under or by reason of this Agreement shall be assignable by any party to this Agreement, by operation of law or otherwise, without the prior written consent of the other party, except that Buyer may assign its rights and obligations hereunder to any of its affiliates, provided that no such assignment shall relieve Buyer from any of its obligations or liabilities hereunder.
4. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of Missouri applicable to contracts executed and to be performed in such state, without regard to principles of conflicts of law that would otherwise require application of the laws of another jurisdiction.
5. Counterparts; Effectiveness of Agreement. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same Agreement. The parties may execute facsimile or electronic copies of this Agreement (including by .pdf or an electronic signature complying with the U.S. federal ESIGN Act of 2000, e.g., www.echosign.adobe.com), which facsimile or electronic copies shall be equally as effective as delivery of originally executed counterparts.

[Signature page follows]

IN WITNESS WHEREOF, the parties have executed this Assignment effective as of the date first written above.

Roesch, Inc.

By: 

Name: *Mike Koeningstein*

Title: *President*

Roesch Acquisitions, LLC

By: 

Name: *Mike Koeningstein*

Title: *Owner*