

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM708692

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900668008		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Severson Oil Company		12/16/2021	Corporation: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	A.L.M. Holding Company		
<b>Street Address:</b>	920 10th Avenue North		
<b>City:</b>	Onalaska		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54650		
<b>Entity Type:</b>	Corporation: WISCONSIN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3003502	A GOOD THING FOR YOU	
<b>Registration Number:</b>	3423279	MILEAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6124553801		
<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>			
<b>Phone:</b>	612.455.3800		
<b>Email:</b>	trademark@hsml.com		
<b>Correspondent Name:</b>	Sandra Epp Ryan		
<b>Address Line 1:</b>	45 S. 7th St., Ste. 2700		
<b>Address Line 2:</b>	HSML		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	20475.48/.49US01		
<b>NAME OF SUBMITTER:</b>	Sandra Epp Ryan		
<b>SIGNATURE:</b>	/Sandra Epp Ryan/		
<b>DATE SIGNED:</b>	02/16/2022		
<b>Total Attachments: 3</b>			
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**TRADEMARK ASSIGNMENT**

WHEREAS, Severson Oil Co., a Minnesota corporation with a business address of 508 Louisa St., Winona, MN 55987 ("Assignor"), is the owner of the trademarks/service marks and the corresponding United States and state trademark registrations identified below (the "Marks"):

<b>Mark</b>	<b>Class</b>	<b>Registration No.</b>
MILEAGE	Intl. Cl. 4	US 3423279
A GOOD THING FOR YOU	Intl. Cl. 35	US 3003502
MILEAGE	Intl. Cl. 4	MN 469475600026
MILEAGE	WI Cl. 46	WI 20120001922

WHEREAS, A.L.M. Holding Company, a Wisconsin corporation with a business address of 920 10th Avenue North, Onalaska, WI 54650 ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, the entire right, title, and interest in and to the Marks and corresponding registrations, together with the goodwill of the business associated with or symbolized by the Marks, and the right to any and all causes of action and rights to recover for past infringements, dilution and other violations.

Assignor agrees to take all actions, execute additional documents and to otherwise cooperate as requested by Assignee as is necessary or reasonable to assign, transfer, perfect, record, maintain, register or enforce the rights of Assignee in and to the Marks.

[signatures on following page]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be executed.

**SEVERSON OIL CO.**

By: *Josh Severson*  
Name: Josh Severson  
Title: President  
Date: 12-16-21

**A.L.M. HOLDING COMPANY**

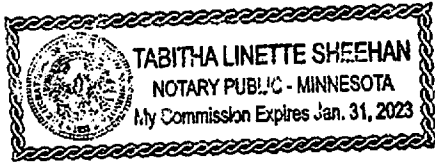
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

Subscribed and sworn to before me this 16  
day of December, 2021

*Tabitha Linette Sheehan*  
Notary Public

Subscribed and sworn to before me this \_\_\_\_\_  
day of December, 2021.

\_\_\_\_\_  
Notary Public



IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be executed.

**SEVERSON OIL CO.**

**A.L.M. HOLDING COMPANY**

By: \_\_\_\_\_

By: *[Signature]*

Name: \_\_\_\_\_

Name: JUSTIN H. SILCOX

Title: \_\_\_\_\_

Title: V.P. + CHIEF LEGAL OFFICER

Date: \_\_\_\_\_

Date: 12-17-21

Subscribed and sworn to before me this \_\_\_\_\_ day of December, 2021.

Subscribed and sworn to before me this 17<sup>th</sup> day of December, 2021.

\_\_\_\_\_  
Notary Public

*[Signature]*  
Notary Public

*expiration 2-16-2024*

