

Form PTO-1594 (Rev. 6-12)
OMB Collection 0651-0027 (exp. 04/30/2018)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

REGISTRATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):
Black Rifle Coffee Company LLC

Individual(s) Association
 Partnership Limited Partnership
 Corporation State: _____
 Other LLC _____

Citizenship (see guidelines) Delaware

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies) Yes
Additional names, addresses, or citizenship attached? No

Name: Bison Union Coffee Company LLC

Street Address: 171 N. Main Street, Ste F

City: Sheridan

State: Wyoming

Country: USA Zip: 82801

Individual(s) Citizenship _____
 Association Citizenship _____
 Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 Other LLC _____ Citizenship Wyoming

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) January 1, 2022.

Assignment Merger
 Security Agreement Change of Name
 Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text B. Trademark Registration No.(s)

87347728 _____ 6037472

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Trademark; Mark Literal Elements: BLACK BUFFALO BLEND; Standard Character Mark; Mark consists of standard characters without claim to any particular font style, size, or color; Disclaimer: "BLEND"

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Billy Wade McCool

Internal Address: 36 North Gould Street, Suite 203

Street Address: 36 North Gould Street, Suite 203

City: Sheridan

State: Wyoming Zip: 82801

Phone Number: 307.237.1983

Docket Number: 20646,11

Email Address: wmccool@bslc.com

6. Total number of applications and registrations involved: 1


7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

Deposit Account Number NA, Payment Enclosed

Authorized User Name NA, Payment Enclosed

9. Signature:  May 5, 2022

Signature Date

Billy Wade, McCool Total number of pages including cover sheet, attachments, and document: 6

Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (571)278-0740 or mailed to:
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$40.00

EXHIBIT C

FORM OF TRADEMARK ASSIGNMENT AGREEMENT

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated as of January 1, 2022, is made by Black Rifle Coffee Company LLC, a Delaware limited liability company ("Assignor") in favor of Bison Union Coffee Company LLC, a Wyoming limited liability company ("Assignee").

WHEREAS, subject to the terms of the Purchase and Release Agreement among Assignor, Assignee, Flying Elk Holdings LLC, a Delaware limited liability company and Bison and Maple, LLC, a Wyoming limited liability company, dated as of the date hereof (the "Agreement"), Assignor has conveyed, transferred, and assigned to Assignee, certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:

(a) the trademark registration set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "Assigned Trademark"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademark;

(b) all rights of any kind whatsoever of Assignor accruing under the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.


2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by the Assignee.

3. Terms of the Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Assigned Trademark. The representations, warranties, covenants and agreements contained in the Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Agreement and the terms hereof, the terms of the Agreement shall govern.

IN WITNESS WHEREOF, the parties have duly executed and delivered this Trademark Assignment as of the date first written above.

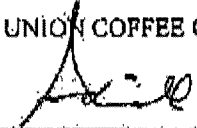
ASSIGNOR:

BLACK RIFLE COFFEE COMPANY LLC

By: 
Name: Tom Davin
Title: Co-Chief Executive Officer

ASSIGNEE:

BISON UNION COFFEE COMPANY LLC

By: 
Name: Robert K. White
Title: Authorized Signatory

SCHEDULE 1

ASSIGNED TRADEMARK

Trademark	Serial Number	Registration Number	Jurisdiction
Black Buffalo Blend	87347726	6037472	United States



THOMAS A. VALDEZ
AFFILIATE MEMBERSHIP IN
COLORADO BAR
MICHAEL J. LANSING
PATRICK J. LEWALLEN
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FRANK R. CHAPMAN
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R. E. RAUCHFUSS

FAX TRANSMISSION SHEET

DATE: 5 / 5 / 22 TIME: 1:00 P.M NO OF PAGES: 6 (Including cover sheet)

PLEASE DELIVER TO: U.S. Patent & Trademark Office

FAX NUMBER: 571-273-0140

PHONE NUMBER:

REGARDING: Bison Union Coffee Company, LLC

FROM: Billy Wade McCool, Attorney for Bison Union

MESSAGE: Thank you!

..... ORIGINAL WILL ~~WILL~~ FOLLOW BY MAIL

NOTE: IF YOU DO NOT RECEIVE ALL PAGES INDICATED ABOVE, PLEASE CALL
Annette IMMEDIATELY AT (307) 237 1983.

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TRADEMARK