

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM785283

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Howard F. Loomis, Jr.		12/31/2022	Individual: UNITED STATES
RECEIVING PARTY DATA			
Name:	HFL Enterprises, LLC		
Street Address:	6421 ENTERPRISE LANE		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1935483	21ST CENTURY NUTRITION	
CORRESPONDENCE DATA			
Fax Number:	6082584258		
<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:	608 258-4204		
Email:	jrodriguez@foley.com		
Correspondent Name:	Tricia L. Schulz - Foley & Lardner LLP		
Address Line 1:	150 East Gilman Street		
Address Line 2:	Suite 5000		
Address Line 4:	Madison, WISCONSIN 53703		
ATTORNEY DOCKET NUMBER:	112954-0105		
NAME OF SUBMITTER:	Lindsey N. Birch		
SIGNATURE:	/Lindsey N. Birch/		
DATE SIGNED:	02/07/2023		
Total Attachments: 3			
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OP \$40.00 1935483

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 31st Dec 2022 by and between Howard F. Loomis, Jr., a U.S. individual ("Assignor") and HFL Enterprises, LLC, Wisconsin limited liability company ("Assignee").

WHEREAS, Assignor and Assignee desire to assign the trademark of Assignor listed in the attached Schedule A (the "Mark") to Assignee; and

WHEREAS, Assignor and Assignee are desirous of making this Assignment a matter of record in the U.S. Patent and Trademark Office; and

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree to the following:

1. Assignment. Assignor does hereby sell, assign, convey and transfer to Assignee the entire right, title and interest in, to and under said Mark, including any renewals and extensions of the registration that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, together with the goodwill of the business in connection with which the Mark is used and all rights of enforcement and recovery for past, present or future infringements or unauthorized uses of the Mark.

2. Further Assurances. Assignor further agrees to execute and deliver any documents necessary or appropriate to give effect to the intent and terms of this agreement.

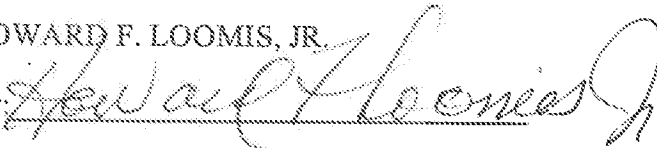
3. Governing Law; Venue. This Agreement will be governed by and construed in accordance with the laws of the United States and the State of Wisconsin, excluding that body of laws known as "conflicts of law." The parties agree that any dispute relating to this Agreement shall be brought in a state or federal court with jurisdiction in Dane County, Wisconsin and both parties consent to such courts as exclusive venue for any such disputes.

4. Counterparts. This Agreement may be signed in counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument. Signed copies of this Agreement may be sent via facsimile or scanned email attachments in lieu of originals.

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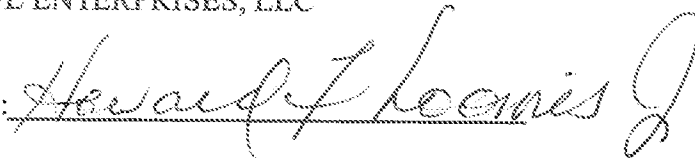
IN TESTIMONY WHEREOF, the parties hereto, through each of their duly authorized representative, executed this Assignment as of the date and year first written above.

HOWARD F. LOOMIS, JR.

By: 

Name: Howard F. Loomis, Jr.

HFL ENTERPRISES, LLC

By: 

Name: Howard F. Loomis, Jr.

Title: CEO

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

SCHEDULE A

Mark	Serial No.	Registration No.	Jurisdiction
21ST CENTURY NUTRITION	74/604171	1935483	U.S.