

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM817646

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
THE ROAD LESS TRAVELED, INC.		12/31/2019	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TOWANDER, LLC		
<b>Street Address:</b>	2220 W. MEDILL AVE		
<b>City:</b>	CHICAGO		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60647		
<b>Entity Type:</b>	Limited Liability Company: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1777435	THE ROAD LESS TRAVELED	
<b>Registration Number:</b>	3694869	THE ROAD LESS TRAVELED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8474410911		
<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>	8474419100		
<b>Email:</b>	pto@nealmcdevitt.com		
<b>Correspondent Name:</b>	Audra Kemp of Neal & McDevitt, LLC		
<b>Address Line 1:</b>	1776 Ash Street		
<b>Address Line 4:</b>	Northfield, ILLINOIS 60093		
<b>ATTORNEY DOCKET NUMBER:</b>	61100.00010		
<b>NAME OF SUBMITTER:</b>	Audra Kemp		
<b>SIGNATURE:</b>	/audra kemp/		
<b>DATE SIGNED:</b>	06/15/2023		
<b>Total Attachments: 4</b>			
source=7. Trademark Assignment [Fully-Executed]#page1.tif			
source=7. Trademark Assignment [Fully-Executed]#page2.tif			
source=7. Trademark Assignment [Fully-Executed]#page3.tif			

OP \$65.00 1777435



Trademark Assignment

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Trademark Assignment") is made and given as of the 31st day of December, 2019 pursuant to the Asset Purchase Agreement of even date herewith (the "Purchase Agreement"), by and among TOWANDER, LLC, an Illinois limited liability company (the "Assignee"); and THE ROAD LESS TRAVELED, INC., an Illinois corporation (the "Assignor") and Seller's Principals"). Except as otherwise expressly provided herein, all capitalized terms defined in the Purchase Agreement and used in this Trademark Assignment without further definition have the meanings set forth in the Purchase Agreement.

WHEREAS, pursuant to the Purchase Agreement, Assignee has purchased Assignor's Trademarks (as such term is defined in the Purchase Agreement); and

WHEREAS, Assignee and Assignor desire to enter into this Trademark Assignment to effect the transfer of the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns to Assignee all of Assignor's right, title and interest, if any, in and to the Trademarks and the goodwill of the business symbolized by the Trademarks, if any, all common law rights with respect thereto, if any, all registration applications and registrations thereof in the United States Patent and Trademark Office or in any office or agency of any State thereof or any foreign country, if any, all rights therein provided by international treaties or conventions, all extensions and renewals of any of the foregoing, if any, and all rights to police, monitor and enforce the Trademarks against any and all past infringements, and to sue for and recover damages and profits for past infringements thereof, together with any and all further privileges to establish use, ownership, and/or registration thereof.

2. Assignor shall, upon Assignee's reasonable request, execute all such documents and provide all such assistance as may be reasonably necessary to ensure that Assignee obtains the full benefit of the assignment set forth herein or to perfect Assignee's title to the Trademarks, subject to the payment by Assignee of Assignor's reasonable costs in relation to any such assistance. Notwithstanding the foregoing, Assignor shall have no liability and makes no warranty herein with respect of such Assignment except as specifically provided in this Trademark Assignment and the Purchase Agreement. Notwithstanding any other provision of this Trademark Assignment to the contrary, nothing contained in this Trademark Assignment shall in any way supersede, modify, replace, amend, change, rescind, expand, exceed, or enlarge or in any way affect the provisions, including the warranties, covenants, agreements, conditions, or, more generally, any of the rights and remedies, and any of the obligations, of the Assignee or the Assignor set forth in the Purchase Agreement. This Trademark Assignment is being delivered pursuant to the Purchase Agreement to effect the transfer of the assets to be transferred pursuant to the Purchase Agreement and remains subject to all the provisions of the Purchase Agreement.

3. Assignor represents and warrants that Assignor (i) has not granted any third party any rights in or to the Trademarks or any other rights assigned hereunder and (ii) has not

entered into any agreement with any third party in conflict with the terms of this Trademark Assignment or the Purchase Agreement.

4. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

5. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which counterparts taken together shall constitute one and the same agreement.

6. This Assignment shall be governed in accordance with the laws of the State of Illinois.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the day and year first above written.

**BUYER:**

**TOWANDER, LLC**

By:   
Name: Andy Shlensky  
Title: Managing Member

**SELLER:**

**THE ROAD LESS TRAVELED, INC.**

By: \_\_\_\_\_  
Name: Donna Reece-Stein  
Title: \_\_\_\_\_

And

By: \_\_\_\_\_  
Name: Jim Stein  
Title: \_\_\_\_\_

**SELLER'S PRINCIPALS:**

\_\_\_\_\_  
Donna Reece-Stein

\_\_\_\_\_  
Jim Stein

entered into any agreement with any third party in conflict with the terms of this Trademark Assignment or the Purchase Agreement.

4. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

5. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which counterparts taken together shall constitute one and the same agreement.

6. This Assignment shall be governed in accordance with the laws of the State of Illinois.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the day and year first above written.

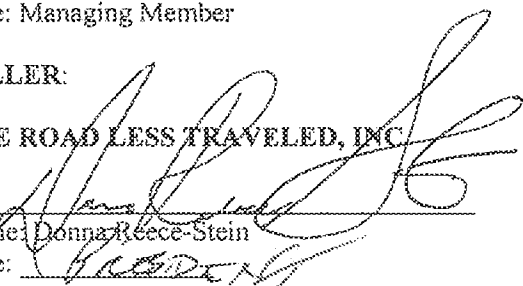
**BUYER:**

**TOWANDER, LLC**

By: \_\_\_\_\_  
Name: Andy Shlensky  
Title: Managing Member

**SELLER:**

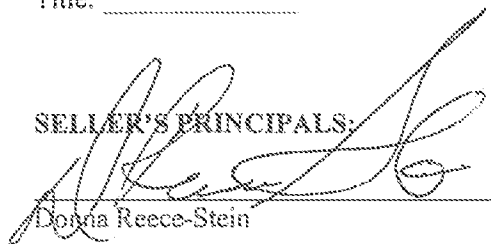
**THE ROAD LESS TRAVELED, INC**

By:   
Name: Donna Reece-Stein  
Title: President

And

By: \_\_\_\_\_  
Name: Jim Stein  
Title: \_\_\_\_\_

**SELLER'S PRINCIPALS:**

  
\_\_\_\_\_  
Donna Reece-Stein

\_\_\_\_\_  
Jim Stein

**TRADEMARK**

**REEL: 008101 FRAME: 0208**

entered into any agreement with any third party in conflict with the terms of this Trademark Assignment or the Purchase Agreement.

4. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

5. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which counterparts taken together shall constitute one and the same agreement.

6. This Assignment shall be governed in accordance with the laws of the State of Illinois.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the day and year first above written.

**BUYER:**

**TOWANDER, LLC**

By: \_\_\_\_\_  
Name: Andy Shlensky  
Title: Managing Member

**SELLER:**

**THE ROAD LESS TRAVELED, INC.**

By: \_\_\_\_\_  
Name: Donna Reece-Stein  
Title: \_\_\_\_\_

And

By: \_\_\_\_\_  
Name: Jim Stein  
Title: *Vice President*

**SELLER'S PRINCIPALS:**

\_\_\_\_\_  
Donna Reece-Stein  
\_\_\_\_\_  
Jim Stein