

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM837759

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cinch Chix, LLC		06/23/2023	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	Hay Chix, Inc.		
Street Address:	4711 S. HWY 281		
City:	Mineral Wells		
State/Country:	TEXAS		
Postal Code:	76067		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	97571083	SUITE STALL MATS	
Serial Number:	97571071	SUITE MATS	
Serial Number:	97276786	HAY GUYS	
Serial Number:	97169482	HOLY BUCKETS	
Serial Number:	88957610	COWGIRL CONFESSION	
Serial Number:	88780763	RIDE LIKE A BOSS	
Serial Number:	88141274	FEED LIKE A BOSS	
Serial Number:	86918343	SELF	
Serial Number:	86466330	HAY CHIX	
CORRESPONDENCE DATA			
Fax Number:	6129778650		
<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:	6129778795		
Email:	ip@taftlaw.com		
Correspondent Name:	Daniel A. Rosenberg		
Address Line 1:	2200 IDS Center		
Address Line 2:	80 South 8th Street		
Address Line 4:	Minneapolis, MINNESOTA 55402		

CH \$240.00 97571083

NAME OF SUBMITTER:	Daniel A. Rosenberg
SIGNATURE:	/Daniel A. Rosenberg/
DATE SIGNED:	09/07/2023
Total Attachments: 3 source=Trademark Business Change#page1.tif source=Trademark Business Change#page2.tif source=Trademark Business Change#page3.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("**Trademark Assignment**") is made by Cinch Chix, LLC ("**Assignor**"), having a working address at 4711 S HWY 281 Mineral Wells, Texas 76067, in favor of Hay Chix, Inc. ("**Assignee**"), located at 4711 S HWY 281 Mineral Wells, Texas 76067.

WHEREAS, pursuant to a transaction between Assignor and Assignee, and/or in consideration of the sum of \$100, Assignor conveys, transfers, and assigns to Assignee, the Assigned Trademarks (as defined below), and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office;

NOW THEREFORE, Assignor agrees 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 all of Assignor's right, title, and interest in and to the following:

(a) the trademark registrations and trademark applications set forth on Schedule 0 hereto and all issuances, extensions, and renewals thereof (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks; provided that, with respect to the United States intent-to-use trademark applications set forth on Schedule 0 hereto, the transfer of such applications accompanies, pursuant to the transaction referenced above, the transfer of Assignor's business, or that portion of the business to which the trademark pertains, and that business is ongoing and existing;

(b) all rights of any kind whatsoever of Assignor accruing under any of 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 Assignee. Upon Assignee's reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

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

Signed By: Kristina R. Jacobsen
Signature: [Handwritten Signature]
Name: Kristina R. Jacobsen
Title: Owner

STATE OF Texas)
COUNTY OF Parker)SS.
)

On the 23 day of June, 2023, before me personally appeared Kyle Baynes, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the foregoing instrument, who, being duly sworn, did depose and say that he/she executed the same in his/her authorized capacity for Assignor.

[Handwritten Signature]

Notary Public
Printed Name: Isabell Cruz

My Commission Expires: 11-04-2026



SCHEDULE 1

Assigned Trademarks

Trademark Applications/Registrations

Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead	
1	97571083	SUITE STALL MATS	TSDR	LIVE	
2	97571071	SUITE MATS	TSDR	LIVE	
3	97276789	HAY GUYS	TSDR	LIVE	
4	97169482	HOLY BUCKETS	TSDR	LIVE	
5	88957610	COWGIRL CONFESSION	TSDR	LIVE	
6	88780763	RIDE LIKE A BOSS	TSDR	LIVE	
7	88141274	6608763	FEED LIKE A BOSS	TSDR	LIVE
8	86978343	4938525	HAY CHIX	TSDR	LIVE
9	86466330	5546179	HAY CHIX	TSDR	LIVE