

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM840410

<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>
New Order Coffee Roasters LLC		08/28/2023	Limited Liability Company: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	New Order Coffee LLC		
<b>Street Address:</b>	2222 W. Grand River Ave, Ste. A		
<b>City:</b>	Okemos		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48864		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5307901		
<b>Registration Number:</b>	5313375	NEW ORDER COFFEE ROASTERS	
<b>Registration Number:</b>	5325110	NEW ORDER COFFEE ROASTERS	
<b>Registration Number:</b>	5546921	RARE SHARE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	(248) 797-2351		
<b>Email:</b>	pseeney@newordercoffee.com		
<b>Correspondent Name:</b>	Patrick Seeney		
<b>Address Line 1:</b>	6437 Elsey Dr		
<b>Address Line 4:</b>	Troy, MICHIGAN 48098		
<b>NAME OF SUBMITTER:</b>	Patrick Seeney		
<b>SIGNATURE:</b>	/Patrick Seeney/		
<b>DATE SIGNED:</b>	09/19/2023		
<b>Total Attachments: 2</b>			
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source=NOC TM ASSIGNMENT - Aug 28 2023 - 2-00 PM#page2.tif			

OP \$115.00 5307901

**TRADEMARK ASSIGNMENT**

This assignment is effective as of August 28, 2023 ("Effective Date") between **New Order Coffee Roasters LLC** ("Assignor"), and **New Order Coffee LLC** ("Assignee").

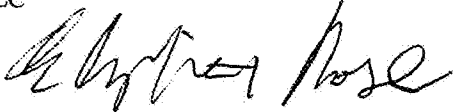
**Recitals**

1. Assignor owns the entire right, title, and interest in and to the trademarks, service marks, and trade names listed on the attached Schedule A, whether registered or not ("Trademarks"), and
2. Assignor has agreed to assign and transfer its rights in the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common-law rights associated with the Trademarks by virtue of their use in commerce, to Assignee.

Therefore, in consideration of the promises made in this Assignment and the payment of consideration, the sufficiency and receipt of which the Assignee acknowledges, Assignor assigns and delivers to Assignee, its successors, and assigns all of its rights in the Trademarks, and all of the goodwill associated therewith and symbolized thereby, including any and all rights to register and to renew the Trademarks, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

This Assignment is signed by the authorized representatives of the Assignor and Assignee as of the Effective Date.

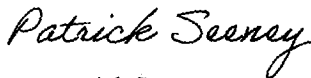
ASSIGNOR: New Order Coffee Roasters  
LLC



By: Elizabeth Rose  
Its: Manager

**Accepted by:**

ASSIGNEE: New Order Coffee LLC



By: Patrick Seeneey  
Its: Chief Executive Officer

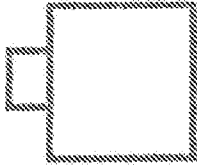
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**SCHEDULE A**

**TRADEMARKS**

Trademark	Country	Registration #	Registration Date
	United States	5307901	October 10, 2017

**TRADEMARK**  
**REEL: 008203 FRAME: 0660**

			
<p>NEW ORDER</p> <hr/> <p>COFFEE ROASTERS</p>	United States	5313375	October 17, 2017
<p>NEW ORDER COFFEE ROASTERS</p>	United States	5325110	October 31, 2017
<p>RARE SHARE</p>	United States	5546921	August 21, 2018