

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM404071

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Yarnell Ice Cream, LLC	FORMERLY Yarnell's Ice Cream Company	11/01/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Board of Trustees of the University of Arkansas		
Street Address:	2404 North University Avenue		
City:	Little Rock		
State/Country:	ARKANSAS		
Postal Code:	72207		
Entity Type:	Public University and State Instrumentality: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3763013	WOO PIG CHEWY	
CORRESPONDENCE DATA			
Fax Number:	5016862517		
<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:	5016862513		
Email:	hevans@uasys.edu		
Correspondent Name:	Harold J. Evans		
Address Line 1:	2404 North University Avenue		
Address Line 4:	Little Rock, ARKANSAS 72207		
NAME OF SUBMITTER:	Harold J. Evans		
SIGNATURE:	/harold j. evans/		
DATE SIGNED:	11/01/2016		
Total Attachments: 2			
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OP \$40.00 3763013

ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of the 31st day of October, 2016, between Schulze & Burch Biscuit Company dba Yarnell's Ice Cream Company, a company with address at 1133 W 35th Street, Chicago, IL 60609 and Yarnell Ice Cream, LLC of the same address on one hand (collectively, the "Assignor") and the Board of Trustees of the University of Arkansas, an Arkansas Public University and State Instrumentality with its principal place of business at 2404 North University Avenue, Little Rock, AR 72207 on the other (the "Assignee") and pursuant to the Addendum to the Marketing Agreement between Assignor and IMG College, LLC dated April 19, 2016.

WHEREAS, Assignor owns U.S. Federal Registration No. 3763013 for WOO PIG CHEWY for use in connection with "Frozen confections, Ice cream" in Class 30 (the "Registration");


WHEREAS, the parties acknowledge and confirm that Assignee owns all trademark rights in and to the WOOO PIG SOOIE Trademark, which are covered by U.S. Federal Registration Nos. 4558864 and 4459297, and which Assignee has used extensively in commerce in connection with its university and athletic goods and services;

WHEREAS, Assignor wishes to assign, grant, and deliver exclusively unto Assignee all of its right, title, and interest of every kind and nature whatsoever in the Registration and the trademark underlying the Registration, and the goodwill relating thereto, if any, and all right of action and claims for past infringement thereof; and,

WHEREAS, Assignee, is desirous of accepting said assignment;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee all rights, titles, and interests in and to the Registration and the trademark underlying the Registration, together with the goodwill symbolized thereto, if any, and all rights of action and claims for past infringement thereof.

ASSIGNOR, Schulze & Burch Biscuit Company dba Yarnell's Ice Cream Company



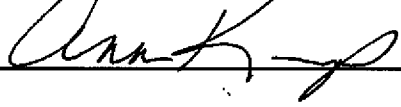
Printed Name: Stephen Podracky
Title: V.P. Sales
Date: 10/31/16

ASSIGNOR, Yarnell Ice Cream LLC



Printed Name: Stephen Podracky
Title: V.P. Sales
Date: 10/31/16

ASSIGNEE, Board of Trustees of the University of Arkansas



Printed Name: Ann Kemp
Title: Vice President for Administration
University of Arkansas System
Date: 11/1/16