

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM544683

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
C2F, Inc.		10/08/2019	Corporation: OREGON
RECEIVING PARTY DATA			
Name:	Vista Partners, Inc.		
Street Address:	4310 West 5th Ave.		
City:	Eugene		
State/Country:	OREGON		
Postal Code:	97402		
Entity Type:	Corporation: OREGON		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	1690939	PRO ART	
Serial Number:	88284706	PRO ART	
Registration Number:	1576307	PRO ART ART ART	
Registration Number:	3295708	ART ADVANTAGE	
Registration Number:	3514302	ART ADVANTAGE	
Registration Number:	3604500	ART ADVANTAGE	
Registration Number:	3600396	ART ADVANTAGE	
Registration Number:	4885733	CHEEP!	
CORRESPONDENCE DATA			
Fax Number:	5039723873		
<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:	503-221-1440		
Email:	trademark@tonkon.com		
Correspondent Name:	TONKON TORP LLP		
Address Line 1:	888 SW FIFTH AVE., SUITE 1600		
Address Line 4:	PORTLAND, OREGON 97204		
ATTORNEY DOCKET NUMBER:	9589-9000		
NAME OF SUBMITTER:	Christopher Erickson		

OP \$215.00 1690939

SIGNATURE:	/Christopher Erickson/
DATE SIGNED:	10/10/2019
Total Attachments: 3 source=Assignment of trademarks_C2F, Inc. to Vista Partners, Inc#page1.tif source=Assignment of trademarks_C2F, Inc. to Vista Partners, Inc#page2.tif source=Assignment of trademarks_C2F, Inc. to Vista Partners, Inc#page3.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (this "*Assignment*") is made as of October 8, 2019 by C2F, Inc., an Oregon corporation ("*Assignor*"), in favor of Vista Partners, Inc. dba Petersen - Arne, an Oregon corporation with a principal address of 4310 West 5th Ave., Eugene, Oregon 97402 ("*Assignee*").

RECITAL:

Assignee and Assignor are parties to an Asset Purchase Agreement dated September 25, 2019 (the "*Agreement*"), pursuant to which Assignor has agreed to sell to Assignee and Assignee has agreed to buy from Assignor the Assets (as defined in the Agreement), including without limitation specific servicemarks, trademarks, and trade names of Assignor. Pursuant to the Agreement, Assignor has agreed to execute such instruments as Assignee may reasonably request in order to more effectively assign, transfer, grant, convey, assure, and confirm to Assignee and its successors and assigns, or to aid and assist in the collection of or reducing to possession by the Assignee of, all of such Assets.

In accordance therewith, Assignor wants to transfer and assign to Assignee, and Assignee wants to accept the transfer and assignment of, all of Assignor's worldwide right, title, and interest in, to, and under all registered and unregistered domestic and foreign servicemarks, trademarks, trademark applications, and trade names included in the Assets, including without limitation the trademarks listed on Schedule A annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "*Marks*").

NOW, THEREFORE, Assignor, for and in exchange for the payment of the purchase price set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title, and interest in, to, and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, all registrations and applications associated with the Marks, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by Assignee, its successors, and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.


Assignor and Assignee agree and acknowledge that, in compliance with Section 10 of the Trademark Act, 15 U.S.C. 1060(a)(1), Assignee is a successor to the portion of Assignor's business to which the Marks pertain, and such business is ongoing and existing.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Oregon without giving effect to the principles of conflicts of laws thereof.

[SIGNATURE PAGE TO FOLLOW]

SCHEDULE A

Marks

Mark	Country	Registration Number	Registration Date	Application Number	Application Date
PRO ART	USA	1690939	6/2/1992	74157294	4/15/1991
PRO ART	USA			88284706	1/19/2019
	USA	1576307	1/9/1990	73647613	3/3/1987
ART ADVANTAGE	USA	3295708	9/18/2007	78919193	6/28/2006
ART ADVANTAGE	USA	3514302	10/7/2008	78919186	6/28/2006
ART ADVANTAGE	USA	3604500	4/7/2009	78919101	6/28/2006
ART ADVANTAGE	USA	3600396	3/31/2009	78919075	6/28/2006
CHEEP!	USA	4885733	1/12/2016	86657739	6/10/2015

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