

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM652776

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Colony Brands, Inc.		06/09/2021	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Montgomery Ward, Inc.		
Also Known As:	Wards		
Street Address:	1112 7th Avenue		
City:	Monroe		
State/Country:	WISCONSIN		
Postal Code:	53566		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90342488	COLOR CONNECTION	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	engling@sccompanies.com		
Correspondent Name:	Timothy Engling		
Address Line 1:	1112 7th Avenue		
Address Line 2:	Legal		
Address Line 4:	Monroe, WISCONSIN 53566		
NAME OF SUBMITTER:	Timothy Engling		
SIGNATURE:	/tengling/		
DATE SIGNED:	06/09/2021		
Total Attachments: 1			
source=CB - MW Trademark Assignment Color Connection Fully Signed#page1.tif			

OP \$40.00 90342488

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (“Assignment”), effective as of the date last signed below, is by and between **Colony Brands, Inc.**, a Wisconsin corporation having an address of 1112 7th Avenue, Monroe, Wisconsin 53566 (“Seller”) and its subsidiary **Montgomery Ward, Inc.**, a Wisconsin corporation having an address of 1112 7th Avenue, Monroe, Wisconsin 53566 (“Buyer”), together the (“Parties”).

WHEREIN, Seller wants to transfer to Buyer title in and to the Color Connection Trademark and the related application, and any goodwill of the business symbolized by the Trademark; the Buyer wants to acquire same.

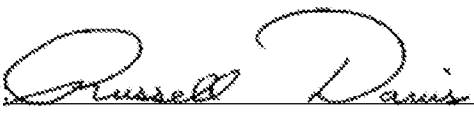
THEREFORE, for good and valuable consideration of Ten Dollars (\$10.00), the receipt of which is hereby acknowledged, the Parties agree as follows.

Assignment of Trademark Rights. Seller hereby sells, assigns, transfers, and conveys to Buyer its title in and to the Trademark COLOR CONNECTION, U.S. Trademark Application 90342488 (filed November 25, 2020), the goodwill of the business symbolized by the Trademark, and the right to sue, either at law or in equity, and to recover for any past or future infringement thereof, and any common law trademark rights held by Seller related to the Trademark.

IN WITNESS WHEREOF, the Parties agreed and executed this Assignment as follows:

Buyer:

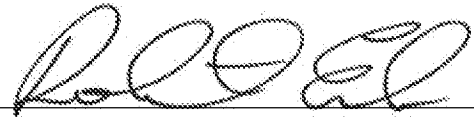
MONTGOMERY WARD, INC.

By: 
Russell J. Davis, President

Dated 6/9/21

Seller:

COLONY BRANDS, INC.

By: 
Robert L. Erb, President & CEO

Dated 6/9/21