

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM655817

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Carlo Mondavi		06/23/2021	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Zimeno, Inc., dba Monarch Tractor		
Street Address:	203 Lawrence Drive, Suite A		
City:	Livermore		
State/Country:	CALIFORNIA		
Postal Code:	94551		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88264677	MONARCH	
CORRESPONDENCE DATA			
Fax Number:	7072556876		
<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:	7072527122		
Email:	tmdept@dpf-law.com		
Correspondent Name:	J. Scott Gerien		
Address Line 1:	1455 First Street, Suite 301		
Address Line 4:	Napa, CALIFORNIA 94559		
ATTORNEY DOCKET NUMBER:	MONC01-04		
NAME OF SUBMITTER:	J. Scott Gerien		
SIGNATURE:	/J. Scott Gerien/		
DATE SIGNED:	06/24/2021		
Total Attachments: 1			
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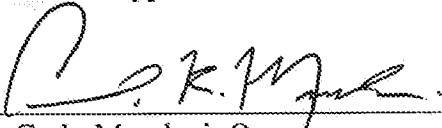
ASSIGNMENT

WHEREAS, Carlo Mondavi, a U.S. citizen ("Assignor"), owns Application Serial No. 88/264677 for the mark MONARCH (the "Mark"); and

WHEREAS, Zimeno, Inc., DBA Monarch Tractor, a Delaware corporation, with a business address at 203 Lawrence Drive, Suite A, Livermore, California 94551 ("Assignee"), desires to acquire the Mark in the United States and the pending U.S. Application and those assets connected to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending U.S. Application therefor, together with that portion of Assignor's assets in connection with the Mark and the goodwill of the business symbolized by the mark in the U. S. and the above identified U. S. Application thereof.

Date: 6.23.2021

By: 
Carlo Mondavi, Owner