

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

Assignment ID: TMI3515

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USFA/ZIPFACTORY, LLC		01/28/2024	Limited Liability Company: WYOMING
RECEIVING PARTY DATA			
Company Name:	Ranch Life Corporation		
Street Address:	1712 Pioneer Ave Ste 500		
City:	Cheyenne		
State/Country:	WYOMING		
Postal Code:	82001		
Entity Type:	Corporation: WYOMING		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2828905	RODEO	
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>			
Phone:	9707763311		
Email:	shelby@mcdonoughlawgroup.com		
Correspondent Name:	Shelby N. Hughes		
Address Line 1:	1635 Foxtrail Drive		
Address Line 4:	Loveland, COLORADO 80538		
NAME OF SUBMITTER:	Shelby Hughes		
SIGNATURE:	Shelby Hughes		
DATE SIGNED:	02/05/2024		
Total Attachments: 1			
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OP \$40.00.00 2828905

Trademark Assignment

Whereas, USFA/ZIPFACTORY, LLC, a limited liability company with an address at 575 S Willow, Jackson, WY 83001 ("Assignor") has adopted, used, and owns United States Trademark Registration No. 2828905 (the "Registration") for the RODEO trademark (the "Trademark") in connection with REVOLVERS in Int. Class 013.

Whereas, RANCH LIFE CORPORATION, a corporation with an address at 1712 Pioneer Ave Ste 500, Cheyenne, WY 82001 ("Assignee") desires to acquire the Registration and Trademark.

Whereas, Assignor represents and warrants that it owns all rights and title to the Registration and Trademark and that: (i) it has not assigned or transferred any right, title or interest in and to said Registration to any third party, and (ii), to the best of Assignor's knowledge, there have not been, and are, no third party claims against Assignor of any kind challenging Assignor's exclusive rights to the Registration or Trademark.

Now therefore, for good and valuable consideration received, Assignor hereby irrevocably assigns to Assignee, its successors and assigns, all rights title, and interest in and to the Registration and Trademark, together with the goodwill associated with the goods and business symbolized by the Trademark, and including: (i) the registrations thereof; (ii) the common law trademarks and all rights associated therewith; (iii) all rights of any kind whatsoever accruing under or relating to the Trademark provided by applicable laws, international treaties, and conventions and otherwise; and (iv) any and all royalties fees, income, payments and other proceeds now or hereafter due or payable with respect to the Trademark, and the right to recover damages and profits for past infringements thereof.

Assignor:

By: *Douglas Donnelly*
USFA/ZIPFACTORY, LLC
Member, Douglas Donnelly

Date: Jan 24, 2024

Assignee:

By: *[Signature]*
Rick Bizzell (Jan 28, 2024 17:30 MST)
Ranch Life Corporation
Co-President, Rick Bizzell

Date: Jan 28, 2024

By: *[Signature]*
Lori Bizzell (Jan 23, 2024 15:37 MST)
Ranch Life Corporation
Co-President, Lori Bizzell

Date: Jan 23, 2024