

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM462022

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Allied Lomar, Inc.		02/09/2018	Corporation:
RECEIVING PARTY DATA			
Name:	Sur Measure, LLC		
Street Address:	P.O. Box 639		
City:	Bardstown		
State/Country:	KENTUCKY		
Postal Code:	40004		
Entity Type:	Limited Liability Company: KENTUCKY		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3041030	DAKOTA	
Registration Number:	3073307	WATTIE	
Registration Number:	4746444	WATTIE BOONE	
Registration Number:	3015644	PRESERVATION	
Registration Number:	2002734	VERY OLDE ST. NICK RARE	
Registration Number:	4851340	OLDE ST. NICK	
Serial Number:	87137591	BOONE & RITCHIE	
Serial Number:	87403835	PRESERVATION COFFEE COMPANY	
Serial Number:	87097888	PRESERVATION	
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:	2163391111		
Email:	suzann@themoskowitzfirm.com		
Correspondent Name:	Suzann Moskowitz		
Address Line 1:	3151 Coleridge Rd		
Address Line 4:	Cleveland Heights, OHIO 44118		
NAME OF SUBMITTER:	Suzann Moskowitz		

OP \$240.00 3041030

SIGNATURE:	/Suzann Moskowitz/
DATE SIGNED:	02/13/2018
Total Attachments: 2 source=Sur Mesure page 1#page1.tif source=Sur Mesure page 2#page1.tif	

TRADEMARK ASSIGNMENT

Dated 2/9/2018

WHEREAS, Allied Lomar, Inc., a corporation organized and existing under the laws of California, having an address of 1199 Howard Avenue, Suite 350, Burlingame, California 94010 ("Assignor"), owns the entire right, title and interest in and to the trademark applications and trademark registrations set forth on Schedule A (hereinafter "Assignor's Trademarks");

AND WHEREAS, Sur Measure, LLC, a limited liability company organized and existing under the laws of Kentucky, having an address of P.O. Box 639 Bardstown, Kentucky 40004 ("Assignee") is desirous of acquiring the entire right, title and interest in and to Assignor's Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, the entire right, title and interest in and to Assignor's Trademarks, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives; together with all claims for damages by reason of past infringement of the Assignor's Trademarks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives;

UPON SAID CONSIDERATION, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with this present, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

IN WITNESS WHEREOF, Assignor and Assignee have executed and delivered this Assignment as of the day and year first written above.

ASSIGNOR (Allied Lomar, Inc.)

By: 

Name: DAVID PATRICK

Title: PRESIDENT

ASSIGNEE (Sur Measure, LLC)

By: 

Name: DAVID PATRICK

Title: PRESIDENT

Schedule A
Assignor's Trademarks

USPTO Trademark Applications

Mark	Serial Number
BOONE & RICHIE	87137591
PRESERVATION COFFEE COMPANY	87403835
PRESERVATION	87097888

USPTO Trademark Registrations

Mark	Registration Number
DAKOTA	3041030
WATTIE	3073307
WATTIE BOONE	4746444
PRESERVATION	3015644
VERY OLDE ST. NICK RARE	2002734
OLDE ST. NICK	4851340