

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM475734

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Go Further USA		05/23/2018	Limited Liability Company: MICHIGAN
RECEIVING PARTY DATA			
Name:	Go Further USA		
Street Address:	2529 Claypool Alvaton Rd		
City:	Bowling Green		
State/Country:	KENTUCKY		
Postal Code:	42103		
Entity Type:	Limited Liability Company: KENTUCKY		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87580047	GF	
Serial Number:	87580082	GO FURTHER USA	
Serial Number:	87580032	FURTHER	
CORRESPONDENCE DATA			
Fax Number:	2707825856		
<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:	2707828160		
Email:	lhagan@kerricklaw.com		
Correspondent Name:	Laura Hagan		
Address Line 1:	1025 State St, PO Box 9547		
Address Line 4:	Bowling Green, KENTUCKY 42101		
NAME OF SUBMITTER:	Laura Hagan		
SIGNATURE:	/Laura Hagan/		
DATE SIGNED:	05/29/2018		
Total Attachments: 2			
source=Executed Trademark Assignment-3054_00098-DCP#page1.tif			
source=Executed Trademark Assignment-3054_00098-DCP#page2.tif			

OP \$90.00 87580047

TRADEMARK ASSIGNMENT

This Assignment Agreement (this "Agreement") is by and between Go Further USA, LLC, a Michigan limited liability company, including (hereinafter collectively, the "Assignors"), and Go Further USA, a Kentucky limited liability company, with an address of 2529 Claypool Alvaton Road, Bowling Green, Kentucky (the "Assignee") (hereinafter referred to collectively as the "Parties" and individually as a "Party").

RECITALS:

WHEREAS, Go Further USA, LLC, a Michigan limited liability company is the owner of all right, title and interest in and to U.S. Trademark Applications, Serial Nos. 87/580,047, 87/580,082, and 87/580,032, (hereinafter collectively referred to as the "Marks"); and

WHEREAS, the Parties wish to irrevocably assign to Assignee, all of its rights, title and interest, on a worldwide basis, in and to the Marks; and

NOW, THEREFORE, in consideration of the foregoing premises, the mutual promises and covenants hereinafter set forth, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound thereby, the Parties hereby agree as follows:

1. ASSIGNMENT

1.1 Assignor hereby assigns to Assignee, all right, title and interest in and to the Marks, including, without limitation, the goodwill of the business symbolized by the Marks, all registrations and applications for registration thereof, all common law rights in the Marks, and all rights of action accrued and to accrue under the Marks, including all claims and rights to sue and recover for future or past infringement of the Marks and all rights to oppose or cancel any existing third party registration for a similar marks.

1.2. Assignor agrees, upon reasonable request, without further payment or compensation by Assignee or its successors or assigns: to provide all further cooperation, including taking such further action and executing such additional documents, which Assignee, its successors and assigns reasonably determines is desirable to secure, obtain, enforce or defend the Marks and all associated rights in the United States or any foreign country, including, without limitation, any additional documents needed to record and fully effect the transfer of trademark rights made herein in the United States or any foreign country, as well as assisting Assignee in any dispute or conflict that may arise concerning Assignee's use of one or more of the Marks. If, for any reason, Assignee is unable, after reasonable effort, to secure Assignor's signature on any document needed to procure or perfect Assignee's interest in any of the Marks, Assignor hereby appoints Assignee as its attorney in fact, with full power of substitution, on behalf of Assignor and for the benefit of Assignee, to execute and enter into any documentation relating to the Marks, to secure recordation or registration of the Marks and of this Assignment.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.

Go Further USA, a Michigan limited liability company, as Assignor

Signature: Cynthia S. Roehm Date: 5-23-18
Name: Cynthia Roehm
Title: Member

STATE OF Kentucky)
) ss.
COUNTY OF Warren)

On May 23, 2018, before me, the undersigned, a Notary Public in and for such State, personally appeared Cynthia Roehm, personally known to me or proved to me on the basis of satisfactory evidence to be the person who executed the within instrument as Cynthia Roehm.

WITNESS my hand and official seal.

Laura M. Ragan
Notary Public
My commission expires on: 1-29-19

Accepted by:

Go Further USA, a Kentucky limited liability company, as Assignee

By: Cynthia S. Roehm Date: 5-23-18
Name: Cynthia Roehm
Title: Member