

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM497720

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MSH South Inc		11/07/2018	Corporation:
RECEIVING PARTY DATA			
Name:	Hershey Entertainment & Resorts Company		
Street Address:	27 W. Chocolate Avenue		
City:	Hershey		
State/Country:	PENNSYLVANIA		
Postal Code:	17033		
Entity Type:	Corporation: PENNSYLVANIA		
PROPERTY NUMBERS Total: 40			
Property Type	Number	Word Mark	
Serial Number:	73615787	BREAKAWAY	
Serial Number:	87562484	BREAKERS EDGE	
Serial Number:	87771709	BREAKERS EDGE WATER COASTER	
Serial Number:	77924534	CHOCOLATE-COVERED FEBRUARY	
Serial Number:	78499300	CHOCOLATE SPA	
Serial Number:	76363734	CHRISTMAS CANDYLANE	
Serial Number:	85366421	CIRCULAR DINING ROOM	
Serial Number:	76040377	COCOA BEANERY	
Serial Number:	78509335	COCOA KIDS CLUB	
Serial Number:	76362473	COCOA SUITES	
Serial Number:	74493909	COME BACK GUARANTEE	
Serial Number:	76419158	CREATURES OF THE NIGHT	
Serial Number:	77293903	FAHRENHEIT	
Serial Number:	87561840	FIRE & GRAIN	
Serial Number:	87562488	FIRE & GRAIN	
Serial Number:	75340234	GREAT BEAR	
Serial Number:	75398359	GREAT BEAR	
Serial Number:	75424252	LEBBIE LEBKICHER'S	
Serial Number:	75495502	LEBBIE LEBKICHER'S EATERY & PUB	

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Property Type	Number	Word Mark
Serial Number:	75899196	LIGHTNING RACER
Serial Number:	75899195	LIGHTNING RACER
Serial Number:	76040384	MERRY DERRY DIP
Serial Number:	76040109	
Serial Number:	76040108	
Serial Number:	76552814	RANGER SCRATCH
Serial Number:	76319438	ROLLER SOAKER
Serial Number:	85363316	SKYRUSH
Serial Number:	85428179	SKYRUSH
Serial Number:	74508794	SOOPERDOOPERLOOPER
Serial Number:	76544437	STORM RUNNER
Serial Number:	78388214	STORM RUNNER
Serial Number:	76190367	SWEETEST SUITES
Serial Number:	78496903	SWEETMAIL
Serial Number:	85786673	THE CIRCULAR
Serial Number:	74448015	TIDAL FORCE
Serial Number:	74634829	TIDAL FORCE
Serial Number:	87562505	WHITECAP
Serial Number:	87770059	WHITECAP RACER
Serial Number:	73592514	ZOOAMERICA
Serial Number:	73323443	ZOOAMERICA

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 7175343800

Email: ellindenberg@hersheypa.com

Correspondent Name: Elisabeth C Lindenberg

Address Line 1: 27 W. Chocolate Avenue

Address Line 4: Hershey, PENNSYLVANIA 17033

NAME OF SUBMITTER: Elisabeth C. Lindenberg

SIGNATURE: /Elisabeth C. Lindenberg/

DATE SIGNED: 11/12/2018

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 7th day of November, 2018 by and between MSH South Inc., a Delaware corporation with its principal place of business at 103 Foulk Road, Suite 202, Wilmington, Delaware 19803 (the "Assignor"), and Hershey Entertainment & Resorts Company, a Pennsylvania corporation having its principal place of business at 27 West Chocolate Avenue, Hershey, Pennsylvania 17033 (the "Assignee").

Assignor is the owner of the trademarks, and any trademark applications or registrations, listed on Schedule "A" attached hereto (collectively, the "Marks"); and

Assignor has elected to transfer all of its right, title, and interest in and to the Marks to Assignee, as successor to the entire business of the Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, and transfers unto Assignee, as successor of Assignor's entire business, the entire right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, together with all claims for damages by reason of past infringement of said Marks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the parties hereto have set their hands and seals as of the day and year first above written.

MSH SOUTH INC.

By: 

Name: David P. Lavery

Title: President

HERSHEY ENTERTAINMENT &
RESORTS COMPANY

By: 

Name: John K. Lawn

Title: President & CEO

SCHEDULE A
MARKS

Mark	Serial No.
BREAKAWAY	73/615,787
BREAKERS EDGE	87/562,484
BREAKERS EDGE WATER COASTER (design)	87/771,709
CHOCOLATE-COVERED FEBRUARY	77/924,534
CHOCOLATE SPA	78/499,300
CHRISTMAS CANDYLANE	76/363,734
CIRCULAR DINING ROOM	85/366,421
COCOA BEANERY	76/040,377
COCOA KIDS CLUB	78/509,335
COCOA SUITES	76/362,473
COME BACK GUARANTEE	74/493,909
CREATURES OF THE NIGHT	76/419,158
FAHRENHEIT	77/293,903
FIRE & GRAIN	87/561,840
FIRE & GRAIN (design)	87/562,488
GREAT BEAR	75/340,234
GREAT BEAR (design)	75/398,359
LEBBIE LEBKICHER'S	75/424,252
LEBBIE LEBKICHER'S EATERY & PUB (design)	75/495,502
LIGHTNING RACER	75/899,196
LIGHTNING RACER (design)	75/899,195
MERRY DERRY DIP	76/040,384
Pinwheel (b&w design)	76/040,109
Pinwheel (b&w design)	76/040,108
RANGER SCRATCH	76/552,814
ROLLER SOAKER	76/319,438
SKYRUSH	85/363,316
SKYRUSH (design)	85/428,179
SOOPERDOOPERLOOPER	74/508,794
STORM RUNNER	76/544,437
STORM RUNNER (design)	78/388,214
SWEETEST SUITES	76/190,367
SWEETMAIL	78/496,903
THE CIRCULAR	85/786,673
TIDAL FORCE	74/448,015
TIDAL FORCE (design)	74/634,829
WHITECAP	87/562,505
WHITECAP RACER (design)	87/770,059

ZOOAMERICA	73/592,514
ZOOAMERICA (design)	73/323,443