

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM610095

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Alpen House ULC		11/12/2020	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Stronach Consulting Corp.		
Street Address:	455 Magna Drive		
City:	Aurora, Ontario		
State/Country:	CANADA		
Postal Code:	L4G7A9		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4886180	ADENA	
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:	443-541-5680		
Email:	kim@olivergrimsley.com		
Correspondent Name:	Kimberly S. Grimsley		
Address Line 1:	502 Washington Ave.		
Address Line 2:	Suite 605		
Address Line 4:	Towson, MARYLAND 21204		
NAME OF SUBMITTER:	Kimberly S. Grimsley		
SIGNATURE:	/Kimberly S. Grimsley/		
DATE SIGNED:	11/20/2020		
Total Attachments: 5			
source=Trademark Assignment from Alpen House ULC to New Entity ADENA(112324034.3), executed#page1.tif			
source=Trademark Assignment from Alpen House ULC to New Entity ADENA(112324034.3), executed#page2.tif			
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OP \$40.00 4886180

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is made effective as of the last date set forth in the signature blocks by and between The Alpen House ULC a Canadian corporation having a principal place of business at: Suite 3000, 700-9th Avenue SW, Calgary, Alberta, T2P 3V4 (hereinafter "Assignor") and Stronach Consulting Corp., a Canadian corporation having a principal place of business at: 455 Magna Drive, Aurora, Ontario, Canada L4G7A9 (hereinafter "Assignee") (each a "Party" or collectively "Parties").

WHEREAS, Assignor is the owner of the following United States trademark and trademark registration (hereinafter referred to as the "Mark"):

ADENA, Registration No. 4886180, registered on January 12, 2016, for "Restaurant services."

WHEREAS, Assignor wishes to transfer all of its rights, title and interest in the Mark to Assignee;

WHEREAS, Assignee is desirous of obtaining any and all rights, title and interest in the Mark, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover damages and profits for past infringement thereof, if applicable.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

Assignor does hereby assign unto Assignee all right, title, and interest in and to the Mark for the United States and throughout the world to Assignee, together with the goodwill of the business in connection with which the Mark is to be used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof, if applicable.

Assignor does further agree to execute and deliver without further consideration all further applications, assignments and documents, and to perform such other acts as Assignee may reasonably request or that are deemed necessary by Assignee, its successors, assigns and nominees, and to fully secure Assignee's ownership interest in the Mark as aforesaid. If Assignor fails, refuses or is otherwise unable to execute such documents, the Assignor hereby appoints the then president or authorized representative of the Assignee as its due and lawful attorney-in-fact with the power of attorney to execute such documents and take such acts under this paragraph as Assignor was required to execute or take, such power being coupled with an interest herein and irrevocable.

This Trademark Assignment Agreement may be executed in multiple counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument. Electronic, scanned or other electronically signed versions shall be deemed originals for all purposes herein.

IN WITNESS WHEREOF, the undersigned Assignor and Assignee have executed this Trademark Assignment Agreement.

ASSIGNOR

The Alpen House ULC

By: 

Print Name: Belinda Stronach

Title: President

Date: November 12, 2020

By: _____

Print Name: Elfriede Stronach

Title: Secretary

Date:

ASSIGNEE

Stronach Consulting Corp.

By: _____

Print Name: Colin Chapin

Title: Chief Financial Officer

Date:

By: _____

Print Name: Greg Harnish

Title: Secretary

Date:

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ASSIGNOR

The Alpen House ULC

By: _____

Print Name: Belinda Stronach

Title: President

Date:



By: _____

Print Name: Elfriede Stronach

Title: Secretary

Date: November 12, 2020

ASSIGNEE

Stronach Consulting Corp.

By: _____

Print Name: Colin Chapin

Title: Chief Financial Officer

Date:

By: _____

Print Name: Greg Harnish

Title: Secretary

Date:

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ASSIGNOR

The Alpen House ULC

By: _____

Print Name: Belinda Stronach

Title: President

Date:

By: _____

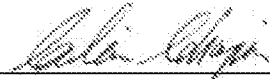
Print Name: Elfriede Stronach

Title: Secretary

Date:

ASSIGNEE

Stronach Consulting Corp.

By:  _____

Print Name: Colin Chapin

Title: Chief Financial Officer

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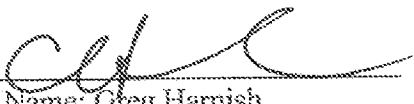
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