

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Strategic Alternatives, LLC.		10/02/2013	LIMITED LIABILITY COMPANY: TENNESSEE

RECEIVING PARTY DATA

Name:	International Paper Company
Street Address:	6400 Poplar Avenue
City:	Memphis
State/Country:	TENNESSEE
Postal Code:	38197
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3569582	CATERSTOCK
Registration Number:	3571989	CATER STOCK
Registration Number:	3316717	BARISTAWORKS.COM CUPS AND OTHER STUFF 24
Registration Number:	3258183	QWIKSTOCK.COM
Registration Number:	3258184	QWIKSTOCK.COM CONVENIENCE
Registration Number:	3260596	R BRANDEDCUPS.COM CUSTOMIZED
Registration Number:	3570058	PREDISPOSED
Registration Number:	3570059	PREDISPOSED NEWS AND VIEWS ON DISPOSABLE

CORRESPONDENCE DATA

Fax Number:
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 513-248-6332
 Email: stephanie.haupt@ipaper.com

CH \$215.00 3569582

Correspondent Name: Stephanie A. Haupt
Address Line 1: 6285 Tri-Ridge Boulevard
Address Line 4: Loveland, OHIO 45140

ATTORNEY DOCKET NUMBER: STRATEGIC ALTS., LLC-ASN

NAME OF SUBMITTER: Stephanie A. Haupt

Signature: /Stephanie A. Haupt/

Date: 10/08/2013

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into this ^{2nd} day of October, 2013 by and between Strategic Alternatives, LLC., a Tennessee limited liability company ("Assignor"), and International Paper Company, a New York corporation ("Assignee"), pursuant to the Asset Purchase Agreement, dated as of October 2, 2013, by and among Assignor, Michael D. Allen and Assignee.

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in and to the trademarks set forth on Schedule A ("Trademarks"), and the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to the Trademarks, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee, each intending to be legally bound, hereby agree as follows:

1. Assignor does hereby sell, assign, transfer and set over to Assignee the Assignor's entire right, title and interest in and to the Trademarks together with the Assignor's goodwill in connection with which the Trademarks are used, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, together with all income, royalties or payments in respect of the Trademarks due or payable as of the date hereof or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademarks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

2. Assignee shall request the Commissioner of Patents and Trademarks of the United States or the analogous individual or agency responsible for trademarks, service marks, trade/assumed names in other countries referenced in Schedule A, to record Assignee as owner of the Trademarks, including any variations thereof, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

3. Assignor shall provide Assignee, its successors, assigns or other legal representatives, with reasonable cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all documentation as may be reasonably required) in the recordation of this Assignment.

The Assignor and Assignee have caused this Assignment to be signed and executed by their undersigned officers thereunto duly authorized on the date first written above.

ASSIGNOR:

ASSIGNEE:

Strategic Alternatives, LLC

International Paper Company

By: Michael D. Allen
Name: Michael D. Allen
Title: Sole Member

By: Robert Rehm
Name: Robert Rehm
Title: Director, Business Development
IP Foodservice Business

Schedule A

Trademark Name	Jurisdiction	Ser. No.	Appl. Date	Reg. No.	Reg. Date
CATERSTOCK	USPTO	77499885	6/6/08	3569582	2/3/09
CATERSTOCK (LOGO)	USPTO	77499901	6/16/08	3571989	2/10/09
BARISTAWORKS.COM CUPS AND OTHER STUFF 24/7	USPTO	77102904	2/8/07	3316717	10/23/07
QWIKSTOCK.COM	USPTO	78883871	5/15/06	3258183	7/3/07
QWIKSTOCK.COM COVENIENCE (LOGO)	USPTO	78883893	5/15/06	3258184	7/3/07
R BRANDEDCUPS.COM CUSTOMIZED (LOGO)	USPTO	78883932	5/15/06	3260596	7/10/07
PREDISPOSED	USPTO	77546186	8/13/08	3570058	2/3/09
PREDISPOSED NEWS AND VIEW ON DISPOSABLES (LOGO)	USPTO	77546236	8/13/08	3570059	2/3/09

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