

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Jonathan Bell		09/10/2009	INDIVIDUAL: UNITED STATES
Eric Bell		09/10/2009	INDIVIDUAL: UNITED STATES
Jordan Bell		09/10/2009	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

Name:	Joneric Products, Inc.
Doing Business As:	DBA Jordan David
Street Address:	400 Babylon Road
City:	Horsham
State/Country:	PENNSYLVANIA
Postal Code:	19044
Entity Type:	CORPORATION: PENNSYLVANIA

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	0263101	GRIPS
Registration Number:	1488554	GRIPS
Registration Number:	2012500	ICEGRIPS
Registration Number:	2082030	MAGIC SOLE
Registration Number:	1976951	ICEGRIP'S
Registration Number:	2102532	ANGLE TRED
Registration Number:	2088569	TRIMLINE
Registration Number:	2480307	21ST CENTURY
Registration Number:	2104082	ALASKA TESTED

**CORRESPONDENCE DATA**

Fax Number: (720)377-0779

**900143853**

**TRADEMARK  
 REEL: 004067 FRAME: 0140**

**OP \$240.00 0263101**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 720-377-0757  
Email: trademarks@hkh-law.com  
Correspondent Name: Karin E. Borke  
Address Line 1: 1660 Lincoln Street, Suite 3000  
Address Line 4: Denver, COLORADO 80264

ATTORNEY DOCKET NUMBER:	539-001-GEN
NAME OF SUBMITTER:	Karin E. Borke
Signature:	/Karin E. Borke/
Date:	09/23/2009

**Total Attachments: 7**

source=Trademark Assignment beneficiaries to Joneric#page1.tif  
source=Trademark Assignment beneficiaries to Joneric#page2.tif  
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source=Trademark Assignment beneficiaries to Joneric#page6.tif  
source=Trademark Assignment beneficiaries to Joneric#page7.tif

**TRADEMARK ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT:**

Assignors:

Jonathan Bell  
1600 Hopegate Drive  
Maple Glen, PA 19002  
United States

A U.S. Citizen

Eric Bell  
3760 Cara Lane  
Marietta, GA 30062  
United States

A U.S. Citizen

Jordan Bell  
2047 Lilac Lane  
Lafayette Hill, PA 19444  
United States

A U.S. Citizen

Assignee:

Jeneric Products, Inc. d/b/a Jordan David  
400 Babylon Road  
Horsham, PA 19044

A Pennsylvania corporation

**TRADEMARKS SUBJECT TO THE ASSIGNMENT:**

Trademark.....GRIPS  
Registration Number.....0263101  
Filing Date ..... June 8, 1928  
Register .....Principal  
International Class ..... 025  
Goods/Services Description: SHOES MADE OF [ CANVAS AND ]  
RUBBER.

Trademark.....GRIPS (and Design)  
Registration Number.....1488554  
Filing Date ..... March 27, 1987  
Register .....Principal  
International Class ..... 025  
Goods/Services Description: FOOTWEAR.

Trademark.....ICEGRIPS  
Registration Number.....2012500  
Filing Date ..... October 25, 1994  
Register .....Principal  
International Class ..... 025

Goods/Services Description: slip-resistant footwear, namely sandals, overshoes, over-the-sock footwear, non-skin attachments for footwear, and soles for footwear.

Trademark.....MAGIC SOLE  
Registration Number.....2082030  
Filing Date.....April 13, 1995  
Register.....Principal  
International Class.....025  
Goods/Services Description: slip-resistant footwear

Trademark.....ICEGRIPS (and design)  
Registration Number.....1976951  
Filing Date.....August 15, 1995  
Register.....Principal  
International Class.....025  
Goods/Services Description: slip-resistant footwear, namely removable safety attachments with safety spikes that fit over the soles and heels of footwear.

Trademark.....ANGLE TRED  
Registration Number.....2102532  
Filing Date.....April 13, 1995  
Register.....Principal  
International Class.....025  
Goods/Services Description: soles forming a component of non-slip footwear

Trademark.....TRIMLINE  
Registration Number.....2088569  
Filing Date.....June 20, 1995  
Register.....Principal  
International Class.....025  
Goods/Services Description: non-skid safety footwear that slips over shoes or boots and can be cut to fit.

Trademark.....21ST CENTURY  
Registration Number.....2480307  
Filing Date.....May 19, 1998  
Register.....Principal  
International Class.....025  
Goods/Services Description: Slip-resistant footwear, namely, sandals, overshoes, over-the-sock footwear, non-slip attachments for footwear, namely, removable attachments with spikes that fit over the soles and heels of footwear, and non-slip outer soles for footwear.

Trademark.....ALASKA TESTED  
Registration Number.....2104082  
Filing Date.....January 17, 1996  
Register.....Principal  
International Class.....025  
Goods/Services Description: footwear

WHEREAS, the Assignors, individuals residing at the locations identified above, are the joint owners of all right, title and interest in and to the Trademarks identified above (collectively, the "Trademark Rights");

WHEREAS, Assignors wish to assign the Trademark Rights and the goodwill of the business associated therewith, or that portion of the goodwill of the business to which the Trademark Rights pertain, as required by § 10 of the Lanham Act; and

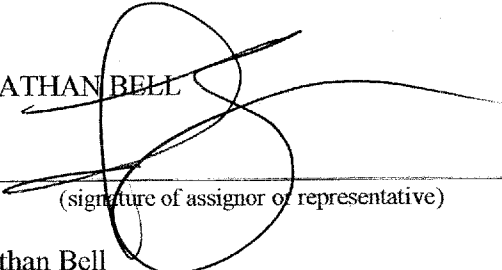
WHEREAS, Assignee, a Pennsylvania corporation, desires to acquire all of Assignors' right, title, and interest in and to the Trademark Rights, together with that portion of goodwill of the business to which the Trademark Rights pertain;

NOW THEREFORE, for good and valuable consideration in an amount mutually agreed to by the Assignors and the board of directors of Assignee, the receipt and sufficiency of which is hereby acknowledged and agreed, Assignors have transferred, assigned, and conveyed, and hereby, transfer, assign, and convey unto Assignee, its successors and assigns, Assignors' entire right, title, and interest in and to the Trademark Rights, in the United States of America and any foreign countries, together with that portion of the goodwill associated with the business to which the Trademark Rights pertain, all common-law rights related thereto, all rights of registration, renewal, and extension, and the right to recover for claims of damages and profits for past infringements thereof; and

Assignors further represent and warrant that Assignors have the right, title, and authority to execute this Trademark Assignment and to convey all right, title, and interest in the Trademark Rights, and that Assignors have not conveyed nor will convey hereafter the Trademark Rights to a third party; and Assignors hereby covenant and agree with the Assignee, its successors and assigns, that Assignors will not execute in writing or do any act whatsoever conflicting with these representations, and that Assignors and Assignors' successors, legal representatives, or administrators will at any time upon request, without further or additional consideration, but at the expense of Assignee, its successors, and assigns, execute and deliver such additional papers, instruments, and writings and do such additional acts as said Assignee, its successors, and assigns, may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for, obtaining, and enforcing any of the Trademark Rights, including giving testimony in any proceedings or transactions involving the Trademark Rights and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignors.

*[signature pages to follow]*

IN TESTIMONY WHEREOF, said ASSIGNOR hereunto sets his hand on the date indicated below:

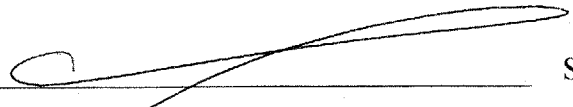
JONATHAN BELL  
  
\_\_\_\_\_  
(signature of assignor or representative)  
Jonathan Bell  
\_\_\_\_\_  
(printed name)

Dated: 8.24.09

STATE OF Pa )  
COUNTY OF Montgomery )

On 8/24/09 before me, Barry Wexler a Notary Public, personally appeared Jonathan Bell, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

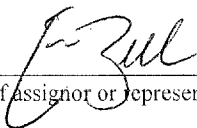
I certify under PENALTY OF PERJURY under the laws of the State of Pa that the foregoing is true and correct.

Signature  SEAL

**COMMONWEALTH OF PENNSYLVANIA**  
Notarial Seal  
Barry Wexler, Notary Public  
Upper Moreland Twp., Montgomery County  
My Commission Expires April 20, 2012  
Member, Pennsylvania Association of Notaries

IN TESTIMONY WHEREOF, said ASSIGNOR hereunto sets his hand on the date indicated below:

ERIC BELL

  
(signature of assignor or representative)

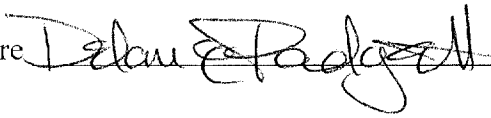
Dated: 8-26-2009

Eric Bell  
(printed name)

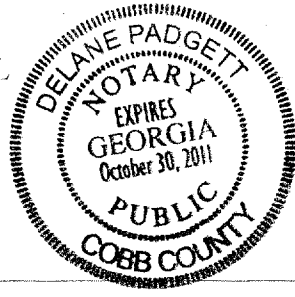
STATE OF Georgia )  
COUNTY OF Fulton )

On Aug 26, 2009 before me, Delane Padgett a Notary Public, personally appeared Eric Bell, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Georgia that the foregoing is true and correct.

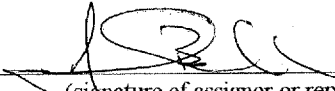
Signature 

SEAL



IN TESTIMONY WHEREOF, said ASSIGNOR hereunto sets his hand on the date indicated below:

JORDAN BELL

  
(signature of assignor or representative)

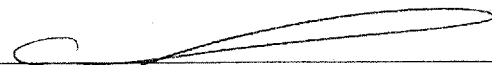
Dated: 8/24/09

Jordan Bell  
(printed name)

STATE OF Pa )  
COUNTY OF Montgomery )

On 8/24/09 before me, Barry Wexler a Notary Public, personally appeared Jordan Bell, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Pa that the foregoing is true and correct.

Signature  SEAL

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Barry Wexler, Notary Public  
Upper Moreland Twp., Montgomery County  
My Commission Expires April 20, 2012  
Member, Pennsylvania Association of Notaries

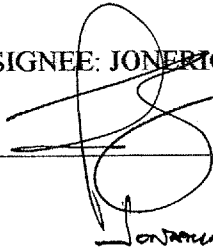


SAID ASSIGNEE HEREBY acknowledges the aforesaid statements and accepts the aforesaid assignment, transfer, and conveyance of the Trademark Rights and the associated goodwill;

AND, IN TESTIMONY WHEREOF, said ASSIGNEE hereunto sets its hand on the date indicated below.

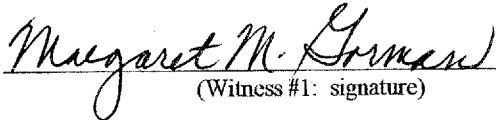
ASSIGNEE: JONERIC PRODUCTS, INC.

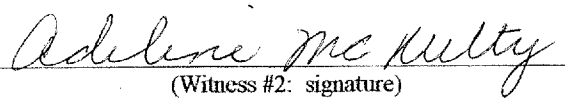
Dated: 9-10-09

  
\_\_\_\_\_  
(signature)

By: JONATHAN BELL  
\_\_\_\_\_  
(printed name)

Title: President / CEO  
\_\_\_\_\_

  
\_\_\_\_\_  
(Witness #1: signature)

  
\_\_\_\_\_  
(Witness #2: signature)

MARGARET M. GORMAN  
\_\_\_\_\_  
(Witness #1: printed name)

ADELINE MC NUTTY  
\_\_\_\_\_  
(Witness #2: printed name)