

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
Rule Industries, Inc.		08/11/2010	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Tie Down, Inc.		
Street Address:	255 Villanova Drive		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30336		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0898584	STANDARD	
CORRESPONDENCE DATA			
Fax Number:	(202)420-2201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 420-4716		
Email:	rothg@dicksteinshapiro.com		
Correspondent Name:	Gabrielle S. Roth		
Address Line 1:	1825 Eye Street NW		
Address Line 2:	Dickstein Shapiro LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	R8540.0001/T115		
NAME OF SUBMITTER:	Gabrielle S. Roth		
Signature:	/Gabrielle S.Roth/		

OP \$40.00 0898584

Date:

08/17/2010

Total Attachments: 2

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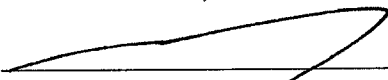
TRADEMARK ASSIGNMENT

WHEREAS, Rule Industries, Inc., a Massachusetts Corporation, having offices at 1 Kondelin Road, Cape Ann Industrial Park, Gloucester, Massachusetts 01930 ("Assignor"), owns all right, title and interest in the registered trademark identified in Schedule A (hereinafter the "Mark") together with the goodwill of the business symbolized by the Mark; and

WHEREAS, Tie Down, Inc., a Georgia Corporation having an office at 255 Villanova Drive, Atlanta, Georgia 30336 ("Assignee") desires to acquire the Mark together with the goodwill of the business symbolized by the Mark (herein referred to as the "Assignee"), witnesseth:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to the Assignee, its lawful successors and assigns, Assignor's entire right, title and interest in and to the Mark set forth in Schedule A hereto, together with the goodwill of the business symbolized by the Mark, and all other rights which Assignor has enjoyed thereunder in the United States and throughout the world, including any and all rights of recovery based on past infringement of said Mark, the same to be held and enjoyed by the Assignee, its successors and assigns, forever and to the full end of the terms for which the aforesaid Mark is registered and any renewals of the terms thereof.

RULE INDUSTRIES, INC.

By: 

Type Name: Bob Wolpert

Title: President

Date: 8-11-2010

DSMDB-2822592v1

SCHEDULE A

<u>Trade Mark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
STANDARD	72/348,275	1/12/1970	898,584	9/15/1970