

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	03/26/2010

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
YMH Holdings, L.L.C.		08/17/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Alta Equipment Company, Inc.
Street Address:	28775 Beck Road
City:	Wixom
State/Country:	MICHIGAN
Postal Code:	48393-3416
Entity Type:	CORPORATION: MICHIGAN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77873987	ALTA FINANCIAL SERVICES

CORRESPONDENCE DATA

Fax Number: (810)953-6005
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 8109536000
 Email: lawyers@riziklaw.com
 Correspondent Name: Michael B Rizik Jr.
 Address Line 1: 8226 South Saginaw Street
 Address Line 2: Ste A
 Address Line 4: Grand Blanc, MICHIGAN 48439

NAME OF SUBMITTER:	Michael B. Rizik Jr.
Signature:	/Michael B. Rizik Jr./

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TRADEMARK
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OP \$40.00 77873987

Date:

01/14/2011

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between YMH Holdings formerly of Delaware and Michigan (the "Assignor"), and Alta Equipment Company, Inc. a duly formed Michigan corporation (the "Assignee").

A. RECITALS

1. WHEREAS, Assignor is or has been an owner of all right, title and interest in and to the trademarks and the corresponding registrations and/or applications for registration set forth on **Exhibit 1** (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and
2. WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks;
3. NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

B. TERMS AND CONDITIONS OF ASSIGNMENT

1. Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.
2. Assignor authorizes the Commissioner of Trademarks of the United States, the United States Patent and Trademark Office, and their agents, employees, and other empowered officials and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on **Exhibit 1** to Assignee as Assignee of Assignor's entire right, title and interest to them.
3. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.
4. This Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each

EXHIBIT 1

TRADEMARKS AND APPLICATIONS ASSIGNED

<u>MARK</u>	<u>Serial/registration</u>
A. Alta Lift Truck Services, Inc.	SN 76030704 Registration # 2598846
B. Alta Lift Truck Services	SN 76030703 Registration # 2705077
C. Alta Equipment Company	SN 77864483
D. Alta Fleet Services	SN 77867762
E. Alta Financial Services	SN 77873987
F. Alta Rents	SN 77933306
G. Alta Construction Equipment	SN 77933361
H. Alta Industrial Equipment	SN 77933393