

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
GEAR TIE, LLC		11/25/2010	LIMITED LIABILITY COMPANY: MINNESOTA
RECEIVING PARTY DATA			
Name:	NITE IZE, INC.		
Street Address:	5660 Central Avenue		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85149337	GEAR TIE	
CORRESPONDENCE DATA			
Fax Number: (303)894-9239 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 303-830-1776 Email: docketingtrademarks@pattonboggs.com Correspondent Name: PATTON BOGGS LLP Address Line 1: 1801 California Street Address Line 2: Suite 4900 Address Line 4: Denver, COLORADO 80202			
ATTORNEY DOCKET NUMBER:	024338.0100		
NAME OF SUBMITTER:	Robert P. Ziemian		
Signature:	/Robert P. Ziemian/		

900182431

TRADEMARK
REEL: 004461 FRAME: 0563

OP \$40.00 85149337

Date:

01/27/2011

Total Attachments: 2

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For: U.S. Rights and Foreign Rights
By: Owner

ASSIGNMENT OF INTELLECTUAL PROPERTY

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, Gear Tie, LLC ("ASSIGNOR"), a Limited Liability Company of the State of Minnesota, assigns to Nite Ize, Inc. ("ASSIGNEE"), a corporation of the State of Colorado, and the successors, assigns, and legal representatives of the ASSIGNEE the intellectual property disclosed in Schedule A attached hereto and in and to all Registrations and Letters Patent to be obtained by the intellectual property disclosed in Schedule A or any continuation, division, renewal, or substitute thereof, and as to registrations and letters patent for any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon request, be provided promptly with all pertinent facts and documents relating to said intellectual property disclosed in Schedule A and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation, or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or their legal representatives any and all papers, instruments, or affidavits required to apply for, obtain, maintain, issue and enforce said intellectual property disclosed in Schedule A, and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, we have hereunto set our hands and seals on the respective dates below.

ASSIGNOR:
GEAR TIE, LLC

By: [Signature]
Printed Name: DANIEL MARTINSON
Title: PRESIDENT
Date: 11/25/10

ACCEPTANCE BY ASSIGNEE:
NITE IZE, INC.

By: [Signature]
Printed Name: Michael C Bond
Title: Chief Operating Officer
Date: 11/29/2010

SCHEDULE A

PATENTS

TYPE	APPLICATION NO. PATENT NO.	FILING DATE ISSUE DATE	TITLE
Design	29/329,467 US D616,292 S	12/16/2008 05/25/2010	TWIST TIE
Utility	12/247,523	10/08/2008	TIE WRAP FOR BUNDLING OBJECTS

TRADEMARKS

APPLICATION NO. REGISTRATION NO.	FILING DATE REGISTRATION DATE	TITLE
85/149,337	10/11/2010	GEAR TIE (consisting of the words GEAR TIE over a barbell-shaped horizontal line) International Classes 020 and 022

