

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
Scott Poncher		06/14/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	RuggedLift Suspension, LLC		
Street Address:	2795 East Bidwell St #100-279		
City:	Folsom		
State/Country:	CALIFORNIA		
Postal Code:	95630		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77676941	RUGGEDLIFT	
CORRESPONDENCE DATA			
Fax Number:	(720)931-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	720-931-3000		
Email:	ipdocketing@lathropgag.com		
Correspondent Name:	Stephen J. Horace		
Address Line 1:	LATHROP & GAGE LLP		
Address Line 2:	4845 Pearl East Circle, Suite 201		
Address Line 4:	Boulder, COLORADO 80301-3001		
ATTORNEY DOCKET NUMBER:	502719 RUGGEDLIFT ASSIGN		
NAME OF SUBMITTER:	Stephen J. Horace		
Signature:	/Stephen J. Horace/		
Date:	06/14/2011		
Total Attachments: 1 source=502719 - Assignment Poncher to RuggedLift Suspension Inc. 6-14-11#page1.tif			

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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT is made this 14 day of June, 2011, from **Scott Poncher**, a United States Individual (the "Assignor") having his principal place of business at 15 Al Castello Court, Henderson, Nevada 89011; to **RuggedLift Suspension, LLC**, a Nevada limited liability company (the "Assignee") having its principal place of business at 2795 East Bidwell St #100-279, Folsom, California 95630.

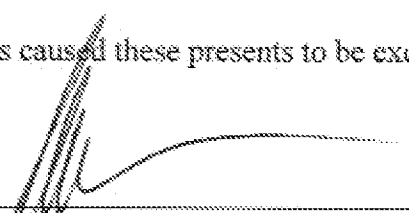
WITNESSETH:

WHEREAS, the Assignor is the owner of all rights, title, and interest in and to the Trademark and Trademark Application for **RUGGEDLIFT (and design)**, U.S. Serial Number 77/676,941 filed February 24, 2009 (the "Trademark"); and

WHEREAS, the Assignee is desirous of acquiring all rights, title, and interest in and to the Trademark;

NOW, THEREFORE, to all whom it may concern, be it known that said Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, has sold, assigned, transferred, and set over, and by these presents does hereby sell, assign, transfer, and set over to said Assignee, its successors and assignees the entire right, title, and interest in and to the Trademark and to the good will of the business symbolized by the Trademark, said right, title, and interest to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by said Assignor had this assignment not been made; together with all claims for damages by reason of past infringement of said Trademark, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment if its successors, assignee or other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused these presents to be executed this 14 day of June, 2011.


Name: Scott Poncher, Assignor