

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Element Electronics Corp.		10/28/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Element Brand Holding, LLC
Street Address:	10909 Valley View Road
City:	Eden Prairie
State/Country:	MINNESOTA
Postal Code:	55344
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	85951980	E ELEMENT ELECTRONICS
Serial Number:	85951984	E ELEMENT ELECTRONICS
Serial Number:	85944955	ELEMENT
Serial Number:	85944963	ELEMENT
Registration Number:	3549572	E
Registration Number:	3558577	E ELEMENT ELECTRONICS
Registration Number:	3432494	E ELEMENT ELECTRONICS
Registration Number:	3633054	E ELEMENT ELECTRONICS
Registration Number:	4293811	ELEMENT
Registration Number:	3681448	ELEMENT
Registration Number:	3240773	ELEMENT
Registration Number:	3517505	ELEMENT ELECTRONICS

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 612-767-3311

Email: david.baer@ethoslaw.com

Correspondent Name: David Baer, Ethos Law

Address Line 1: 7220 Washington Avenue South

Address Line 4: Eden Prairie, MINNESOTA 55344

NAME OF SUBMITTER:	David Baer
Signature:	/David Baer/
Date:	11/04/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made effective as of October 28, 2013 by and between Element Electronics Corp., a Delaware corporation, with its principal place of business at 10909 Valley View Road, Eden Prairie, Minnesota 55344 ("Assignor") and Element Brand Holding, LLC, a Delaware limited liability company, with its principal place of business at 10909 Valley View Road, Eden Prairie, Minnesota 55344 ("Assignee").

WHEREAS, Assignor is the owner of the Trademark Applications and Registrations in the countries that are set forth in the attached Schedule A, together with all common law rights therein as well as the goodwill of the business associated therewith (collectively, the "Marks"); and

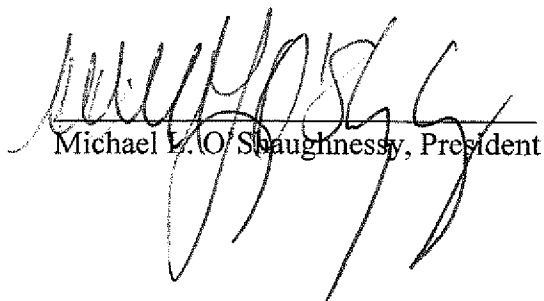
WHEREAS, Assignor desires to assign all of its right, title and interest in and to the Marks to Assignee and Assignee wishes to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, all right, title and interest in and to the Marks, together with all common law rights therein as well as the goodwill of the business associated therewith.

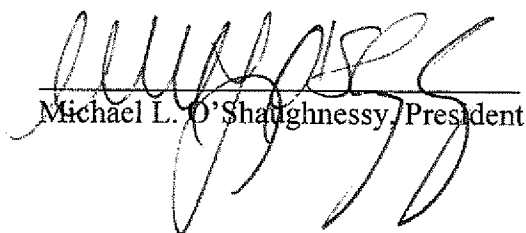
IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the date set forth above.

ELEMENT ELECTRONICS CORP.

ELEMENT BRAND HOLDING, LLC



Michael L. O'Shaughnessy, President



Michael L. O'Shaughnessy, President

SCHEDULE A

United States

TRADEMARK	APPLICATION NUMBER
E ELEMENT ELECTRONICS	85951980
E ELEMENT ELECTRONICS	85951984
ELEMENT	85944955
ELEMENT	85944963
TRADEMARK	REGISTRATION NUMBER
E & DESIGN	3549572
E ELEMENT ELECTRONICS	3558577
E ELEMENT ELECTRONICS	3432494
E ELEMENT ELECTRONICS	3633054
ELEMENT	4293811
ELEMENT	3681448
ELEMENT	3240773
ELEMENT ELECTRONICS	3517505

Brazil

TRADEMARK	APPLICATION NUMBER
ELEMENT	840475594

Canada

TRADEMARK	APPLICATION NUMBER
ELEMENT	1629547

TRADEMARK	REGISTRATION NUMBER
E ELEMENT ELECTRONICS & DESIGN	TMA772765

Egypt

TRADEMARK	APPLICATION NUMBER
ELEMENT	280498

Kazakhstan

TRADEMARK	APPLICATION NUMBER
ELEMENT	60097