

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM308619

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cerro Wire LLC		06/24/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Marmon Retail Products, Inc.		
Street Address:	181 West Madison Street		
Internal Address:	26th Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60602		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2859582	ELECTRATRAC	
CORRESPONDENCE DATA			
Fax Number:	3122512897		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312.368.4000		
Email:	ch.tm@dlapiper.com		
Correspondent Name:	Monica L. Thompson		
Address Line 1:	P.O. Box 64807		
Address Line 2:	DLA Piper LLP (US)		
Address Line 4:	Chicago, ILLINOIS 60664-0807		
ATTORNEY DOCKET NUMBER:	ELECTRATRAC		
NAME OF SUBMITTER:	Monica L. Thompson		
SIGNATURE:	/Monica L Thompson/		
DATE SIGNED:	06/24/2014		
Total Attachments: 2			
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CH \$40.00 2859582

ASSIGNMENT OF U.S. TRADEMARK

WHEREAS, Cerro Wire LLC, a Delaware limited liability company, having an address of 1099 Thompson Road, S.E., Hartselle, Alabama 35640 ("Assignor"), is the sole and exclusive owner of the trademark depicted in the registration on the attached Schedule A, together with all common law rights in such mark as Assignor may own (the "Mark"); and

WHEREAS, Marmon Retail Products, Inc. a Delaware corporation, having a place of business at 181 West Madison Street, 26th Floor, Chicago, Illinois 60602 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the Mark and the registration therefor.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under said Mark and registration therefor, together with the goodwill of the business symbolized by the Mark, and with the entire business of the Assignor to which the Mark pertains; together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past violation, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

AND, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

CERRO WIRE LLC

By: Robert W. Webb

Robert W. Webb

Title: Secretary, General Counsel

Date: June 24, 2014

SCHEDULE A

MARK	REGISTRATION NUMBER	REGISTRATION DATE
ELECTRATRAC	2859582	July 6, 2004

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