TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM314607

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Excel Golf Products, Inc.		08/06/2014	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Zero Friction LLC
Street Address:	1 Trans Am Plaza Drive, Suite 540
City:	Oakbrook Terrace
State/Country:	ILLINOIS
Postal Code:	60181
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	3677486	Z ZERO FRICTION
Serial Number:	85808209	ZERO FRICTION
Serial Number:	85863593	ZERO FRICTION
Registration Number:	3667559	ZERO FRICTION

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 3127264001
Email: mvalley@lawmrv.com
Correspondent Name: Mark Valley
Address Line 1: 20 N. Wacker Drive, Suite 2005
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	John R. Iacono
SIGNATURE:	/John R. Iacono/
DATE SIGNED:	08/20/2014

Total Attachments: 2
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source=08181406#page2.tif

OP $115.00 3677486

Form PTO-1594 (Rev. 12-11)
OMB Collection 0651-0027 (exp. 04/30/2015)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):
Excel Golf Products, Inc.

☐ Individual(s) ☐ Association
☐ Partnership ☐ Limited Partnership
☒ Corporation- State: Illinois
☐ Other

Citizenship (see guidelines)

Additional names of conveying parties attached? ☐ Yes ☐ No

2. Name and address of receiving party(ies)
Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name: Zero Friction LLC
Street Address: 1 Trans Am Plaza Drive, Suite 540
City: Oakbrook Terrace
State: Illinois
Country: United States Zip: 60181

☐ Individual(s) Citizenship
☐ Association Citizenship
☐ Partnership Citizenship
☐ Limited Partnership Citizenship
☐ Corporation Citizenship
☒ Other LLC Citizenship Illinois

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No
(Designations must be a separate document from assignment)

3. Nature of conveyance/Execution Date(s):
Execution Date(s) August 6, 2014

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text
85808209 for Zero Friction
85863593 for Zero Friction

B. Trademark Registration No.(s)
3677486 for Z Zero Friction and 3667559 for Zero Friction

Additional sheet(s) attached? ☐ Yes ☒ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
words Zero Friction; and words Z Zero Friction

5. Name & address of party to whom correspondence concerning document should be mailed:
Name: Mark R. Valley, Esq.
Internal Address:
Street Address: 20 N. Wacker Drive, Suite 2005
City: Chicago
State: IL Zip: 60606
Phone Number: (312) 726-4001
Docket Number:
Email Address: mvalley@lawmrv.com

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) $ 160.00

☐ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

Deposit Account Number
Authorized User Name

9. Signature:
Signature — Date: August 18, 2014
John R. Iacono
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT OF TRADEMARKS

WHEREAS, Excel Golf Products, Inc., an Illinois corporation ("Assignor"), with its place of business of 1 Trans Am Plaza Drive, Suite 540, Oakbrook Terrace, IL 60181, is the owner of the following trademark registrations and pending applications:

Registration No. 3677486 for Z Zero Friction issued September 1, 2009
Registration No. 3667559 for Zero Friction issued August 11, 2009
Serial No. 85808209 for Zero Friction (application pending under Section 1(b))
Serial No. 85863593 for Zero Friction (application pending under Section 1(b))

(the "Trademarks"); and

WHEREAS, Zero Friction LLC, an Illinois limited liability company, ("Assignee"), located at 1 Trans Am Plaza Drive, Suite 540, Oakbrook Terrace, IL 60181, is desirous of acquiring any and all rights of Assignor in and to the Trademarks in the United States of America and its Territories and Possessions; and

NOW, THEREFORE, in consideration of ten dollars and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer and deliver unto Assignee all of Assignor's right, title and interest to and in the Trademarks together with the goodwill symbolized by the trademarks throughout the world.

Assignor shall, at Assignee's request, execute and deliver to Assignee such additional instruments of conveyance, assignment and transfer as may be prepared by Assignee, and take such other action as Assignee may reasonably require, in order to vest in Assignee all right, title and interest of Assignor in and to the Registrations, as contemplated by this Agreement.

IN WITNESS WHEREOF, Excel Golf Products, Inc., has caused this instrument to be executed by its duly authorized officer effective on August 6, 2014.

Excel Golf Products, Inc.

By: _____
John R. Iacono, President

ACCEPTANCE OF ASSIGNMENT OF TRADEMARKS

Assignee Zero Friction LLC accepts the foregoing Assignment of Trademarks.

Zero Friction LLC

By: _____
John R. Iacono, Manager

Date: August 6, 2014