

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM324502

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Excelda Manufacturing Company		09/06/2011	CORPORATION:
RECEIVING PARTY DATA			
Name:	Excelda Distributing, Inc.		
Street Address:	10750 Hi Tech Drive		
City:	Whitmore Lake		
State/Country:	MICHIGAN		
Postal Code:	48189		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	0190017	GRIFFIN	
Registration Number:	0570217	GRIFFIN	
Registration Number:	0573808		
Registration Number:	0789527	GRIFFIN ALLWITE	
Registration Number:	1749709	ESQUIRE	
Registration Number:	1709043	ESQUIRE	
Registration Number:	0652234	ESQUIRE LANOL WHITE	
Registration Number:	0644862	ESQUIRE	
Registration Number:	0644584	ESQUIRE	
Registration Number:	0644580	ESQUIRE	
CORRESPONDENCE DATA			
Fax Number:	8154555685		
<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:	815-595-4783		
Email:	Monique@scherrerpatentlaw.com		
Correspondent Name:	Scherrer Patent & Trademark Law, P.C.		
Address Line 1:	17 E. Crystal Lake Ave.		
Address Line 4:	Crystal Lake, ILLINOIS 60014		

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ATTORNEY DOCKET NUMBER:	GRF-001-A
NAME OF SUBMITTER:	Monique A. Morneault
SIGNATURE:	/Monique A. Morneault/
DATE SIGNED:	11/26/2014
Total Attachments: 4 source=Excelda Distributing tm assignment#page1.tif source=Excelda Distributing tm assignment#page2.tif source=Excelda Distributing tm assignment#page3.tif source=Excelda Distributing tm assignment#page4.tif	

ASSIGNMENT OF TRADEMARK RIGHTS

This ASSIGNMENT OF TRADEMARK RIGHTS ("Assignment") is made and entered into between EXCELDA MANUFACTURING COMPANY, a Michigan corporation, having its principal office at 12785 Emerson Dr., Brighton, Michigan 48116 ("Assignor") and EXCELDA DISTRIBUTING INC., a Michigan corporation, with a registered office address of 10750 Hi Tech Drive, Whitmore Lake, MI 48189 ("Assignee").

Background

A. Assignor and Assignee entered into a certain Asset Purchase Agreement dated as of the date of this Assignment ("Purchase Agreement").

B. Pursuant to the terms and conditions set forth in the Purchase Agreement, Assignor has agreed to transfer, sell, convey, assign and deliver to Assignee, and Assignee has agreed to purchase, acquire and accept from Assignor, all of Assignor's right, title, and interest in and to those certain trademark registrations set forth on the attached Exhibit A ("Trademarks"), together with the goodwill symbolized by, or associated with, the Trademarks.

Agreement

The parties agree as follows:

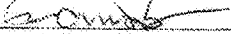
1. Assignment. Assignor transfers, sells, assigns and delivers to Assignee, and Assignee purchases, acquires, receives, accepts and assumes from Assignor, all of Assignor's right, title and interest in, to, and under the Trademarks, including the goodwill symbolized by, or associated with, the Trademarks; provided, however, and notwithstanding anything in this Assignment or the Purchase Agreement to the contrary, Assignor may continue to use, as of and after the date of the closing of the transactions described in the Purchase Agreement, any formula assigned for the Trademarks set forth on the attached Exhibit B.

2. Counterparts. This Assignment may be executed in any number of counterparts, each of which will be deemed an original, and all of which together will constitute one and the same instrument.

Assignor and Assignee have duly executed and delivered this Assignment as of the date first written above.



Assignor:

EXCELDA MANUFACTURING COMPANY

By 
Anthony Pitts
Its Treasurer

Assignee:

EXCELDA DISTRIBUTING INC.

By 
Eugene Meng
Its 

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Exhibit A

Trademark Registrations

	REGISTRATION NO.	MARK	CLARK HILL REF.
1	190,017	GRIFFIN STYLIZED LOGO (strutting with wings -- unshaded)	128103
2	570,217	GRIFFIN (stylized arc logo)	128106
3	573,808	GRIFFIN STYLIZED LOGO (strutting with wings -- shaded)	128104
4	644,580	ESQUIRE STYLIZED	128099
5	644,584	ESQUIRE STYLIZED	128098
6	644,662	ESQUIRE STYLIZED	128102
7	652,234	ESQUIRE LANOL WHITE	128084
8	789,527	GRIFFIN ALLWITE	128085
9	872,385	CADILLAC	128111
10	954,264	LEATHER CARE	128082
11	1,070,498	BICKMORE	128090
12	1,070,499	BICKMORE & DESIGN	128086
13	1,245,404	TRI-SOX	128095
14	1,265,029	INSTA-SHINE	128094
15	1,299,154	C CADILLAC --- THE SHOE EXPERT'S CHOICE LOGO	128110
16	1,353,591	CADILLAC	128112
17	1,476,045	SURE WALKERS	128093
18	1,709,043	ESQUIRE	128113
19	1,749,709	ESQUIRE	128114
20	1,752,665	TERMINATOR	128101

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	REGISTRATION NO.	MARK	CLARK HILL REF.
21	2,847,328	APPLE BRAND	128081
22	2,961,257	BASIC H	128083
23	3,212,818	GRIFFIN	128107
24	3,217,422	GRIFFIN ESTABLISHED 1890 ALWAYS A STEP ABOVE	128108
25	3,229,566	C CADILLAC --- THE SHOE EXPERT'S CHOICE SINCE 1963 STYLIZED LOGO	128109

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Exhibit B

Reserved Trademarks

	REGISTRATION NO.	MARK	CLARK HILL REF.
1	954,264	LEATHER CARE	128082

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