

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332353

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elite Research LLC dba/Elite Defense		01/05/2015	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Elite Arms Inc.		
Street Address:	18600 W. Old US 12 Hwy		
City:	Chelsea		
State/Country:	MICHIGAN		
Postal Code:	48118		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4635640	OFFICIAL SPONSOR OF THE GOOD GUYS	
Registration Number:	4550997	ELITE DEFENSE	
CORRESPONDENCE DATA			
Fax Number:	2486475210		
<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:	248-647-6000		
Email:	docket@patlaw.com		
Correspondent Name:	Douglas J. McEvoy		
Address Line 1:	2701 Troy Center Drive		
Address Line 2:	Suite 330		
Address Line 4:	Troy, MICHIGAN 48084		
ATTORNEY DOCKET NUMBER:	EAI-10719 & EAI-10919/15		
NAME OF SUBMITTER:	Douglas J. McEvoy		
SIGNATURE:	/djm/		
DATE SIGNED:	02/17/2015		
Total Attachments: 3			
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ASSIGNMENT

WHEREAS, Elite Research LLC dba/Elite Defense, a corporation organized under and pursuant to the laws of having its principal place of business at (hereinafter referred to as Assignor), has adopted and is using the Marks set forth in SCHEDULE A hereof which they have used in various countries throughout the world including the United States; and

WHEREAS, Elite Arms Inc., a corporation organized under and pursuant to the laws of Michigan having its principal place of business at 18600 W. Old US 12 Hwy; Chelsea, Michigan (hereinafter referred to as Assignee), desires to acquire the Marks and the goodwill of the business associated with the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title, and interest in and to the registrations for said Marks and all of its right, title, and interest to said Marks not presently registered set forth in *SCHEDULE A* hereof, together with the goodwill of the business symbolized by the Marks and the registrations thereof, and all other rights which Assignor has enjoyed thereunder both in the United States and throughout all countries of the world, including any and all rights of recovery based on past infringement of said Marks and/or registrations, the same to be held and enjoyed by the Assignee, its successors, and assigns forever and to the full end of the terms for which any of the aforesaid Marks are registered and any renewals of the terms thereof;

AND FOR THE SAME CONSIDERATION, the Assignor also hereby covenants and agrees that, at the time of execution and delivery of these presents, the Assignor is the sole and lawful owner of the entire right, title, and interest in and to the said registrations and applications and believes it is the sole and lawful owner of the entire right, title, and interest to said Marks and said goodwill associated therewith and that the same are unencumbered and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND FOR THE SAME CONSIDERATION, the Assignor hereby covenants and agrees that the Assignor will, whenever counsel of the Assignee or the counsel of its successors, legal representatives, and assigns shall advise that it is lawful and desirable, sign all papers and documents, deliver necessary documents including original registration certificates, if available, take all lawful oaths, execute separate confirmatory assignments, and do all acts reasonably necessary or desirable to be done for the procurement, maintenance, enforcement, and defense of said Marks and registrations thereof without charge to the Assignee, its successors, legal representatives, and assigns, other than reasonable costs and expenses incurred by the Assignor or any of its employees, agents, and representatives in connection with the foregoing actions.


SCHEDULE A

REGISTRATIONS

MARK:

Registration Number	Mark	Date Registered	Serial Number	Filing Date	Ctry
4,635,640	OFFICIAL SPONSOR OF THE GOOD GUYS	Nov 11, 2014	86/091,973	October 15, 2013	US
4,550,997	ELITE DEFENSE	June 17, 2014	86/091,997	October 15, 2013	US

Date 1/5/15

Authorized Signer
ELITE ARMS INC.

Dennis Finnegan