

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334981

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Atlanco Ventures, Inc.	FORMERLY Atlanco, Inc.	04/03/2014	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Atlanco, LLC		
Street Address:	1125 Hayes Industrial Drive		
City:	Marietta		
State/Country:	GEORGIA		
Postal Code:	30062		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Registration Number:	3709418	24-7 SERIES	
Registration Number:	3775284	24-7 SERIES READY WHEN YOU ARE	
Registration Number:	4119326	5IVE STAR GEAR	
Registration Number:	4092122	5IVE STAR GEAR AN ATLANCO COMPANY	
Registration Number:	1463146	ATLANCO	
Registration Number:	4192843	ATLANCO	
Registration Number:	3444809	A ATLANCO	
Registration Number:	3898594	FOR THE TRU PROFESSIONAL	
Registration Number:	4502155	IF THIS IS YOUR LIFE, THIS IS YOUR BRAND	
Registration Number:	4017286	INTERLOCK	
Registration Number:	3444807	A	
Registration Number:	4032887		
Registration Number:	4043514		
Registration Number:	4032886		
Registration Number:	3706025	READY WHEN YOU ARE	
Registration Number:	3859278	TRU TACTICAL RESPONSE UNIFORM	
Registration Number:	3859254	T R U TACTICAL RESPONSE UNIFORM	
Registration Number:	4215841	TRU-GEAR	
Registration Number:	2042058	TRU-SPEC	

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Property Type	Number	Word Mark
Registration Number:	4023409	TRU-SPEC X FIRE
Registration Number:	4654161	TS
Registration Number:	2048439	U.S. TIME
Registration Number:	3930449	YOU WANTED A BETTER CHOICE

CORRESPONDENCE DATA

Fax Number: 3142382401

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: 3142382400

Email: trademarks@polsterlieder.com

Correspondent Name: Jonathan P. Soifer

Address Line 1: 12412 Powerscourt Drive

Address Line 2: Suite 200

Address Line 4: St. Louis, MISSOURI 63131

ATTORNEY DOCKET NUMBER:	AANS G015
NAME OF SUBMITTER:	Jonathan P. Soifer
SIGNATURE:	/jonathan p. soifer/
DATE SIGNED:	03/13/2015

Total Attachments: 2

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MEMORANDUM OF ASSIGNMENT

MEMORANDUM OF ASSIGNMENT made April 3, 2014 by **Atlenco Ventures, Inc.**, a Georgia corporation, located and doing business at 1125 Hayes Industrial Drive, Marietta, GA 30062 to **Atlenco, LLC**, a Georgia corporation, located and doing business at 1125 Hayes Industrial Drive, Marietta, GA 30062.

WHEREAS, **Atlenco Ventures, Inc.** is the owner of all right, title, and interest in and to the trademarks set forth in the Appendix attached hereto, and the registrations therefor, and the good will symbolized by the trademarks.

WHEREAS, **Atlenco, LLC** is desirous of acquiring, and on April 3, 2014 did acquire said trademarks, the registrations therefor, the good will of the business symbolized by the trademarks and the right to sue for past infringement.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged by **Atlenco Ventures, Inc.**, **Atlenco Ventures, Inc.** confirms that on April 3, 2014, it did assign to **Atlenco, LLC** all its right, title and interest in and to the trademarks and the registrations, together with the good will of the business symbolized by the trademarks, as well as the right to sue for past infringement.

ATLANCO VENTURES, INC.

March 10, 2015
Date


By: Carl Zaglin
Title: President

APPENDIX

<u>Trademark</u>	<u>Reg No.</u>
24-7 SERIES	3709418
24-7 SERIES READY WHEN YOU ARE	3775284
5IVE STAR GEAR	4119326
5IVE STAR GEAR AN ATLANCO COMPANY and Design	4092122
ATLANCO	1463146
ATLANCO	4192843
ATLANCO and Design	3444809
FOR THE TRU PROFESSIONAL	3898594
IF THIS IS YOUR LIFE, THIS IS YOUR BRAND	4502155
INTERLOCK	4017286
MISCELLANEOUS DESIGN (A LOGO)	3444807
MISCELLANEOUS DESIGN (Double Flap Design)	4032887
MISCELLANEOUS DESIGN (Piggy Back Pocket Design)	4043514
MISCELLANEOUS DESIGN (Single Flap Design)	4032886
READY WHEN YOU ARE	3706025
TRU TACTICAL RESPONSE UNIFORM	3859278
TRU TACTICAL RESPONSE UNIFORM and Design	3859254
TRU-GEAR	4215841
TRU-SPEC	2042058
TRU-SPEC X FIRE	4023409
TS and Design	4654161
U.S. TIME (STYLIZED)	2048439
YOU WANTED A BETTER CHOICE	3930449