

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335214

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ASCENSION PRODUCTS GROUP, LLC		03/15/2015	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	CWR IP, LLC		
Street Address:	13378 Virginia Street		
City:	Willis		
State/Country:	TEXAS		
Postal Code:	77318		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4345476		
Registration Number:	4349036	HOTMOCS PACK SOME HEAT	
Registration Number:	4363349	HOTMOCS	
CORRESPONDENCE DATA			
Fax Number:	2144614053		
<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:	214-231-4743		
Email:	sban@gordonrees.com		
Correspondent Name:	Katarzyna Brozynski		
Address Line 1:	2100 Ross Avenue, Suite 2800		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	CWR IP, LLC		
NAME OF SUBMITTER:	Sorana G. Ban		
SIGNATURE:	/Sorana G. Ban/		
DATE SIGNED:	03/16/2015		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement (the "*Assignment*") is by and between ASCENSION PRODUCTS GROUP, LLC, a Texas limited liability company ("*Assignor*"), and CWR IP, LLC, a Texas limited liability company ("*Assignee*").

WHEREAS, Assignor has adopted, used, and/or is using, and desires to convey, transfer, assign, deliver, and contribute to Assignee all of its respective, joint and several, right, title and interest in, to and under the trademarks and service marks for registrations therefore, all as specified in Schedule "A" attached hereto (each a "Mark" and collectively the "Marks"); and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in, to and under the Marks and the goodwill associated therewith, using the Marks and obtaining assignment of the Marks, and registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt, sufficiency and adequacy of which are hereby acknowledged by Assignor, as of the Effective Date, the Assignor hereby irrevocably sells, assigns, transfers, conveys and delivers unto Assignee, its successors and assigns, all of the Assignor's right, title and interest in and to the Marks and registrations, including, but not limited to, all common law rights in, to and under the Marks and any and all other rights in, to and under the Marks, together with (1) the goodwill of the business symbolized by the Marks or in connection with which each of the Marks is so used, (2) all income, royalties, and damages hereafter due or payable to the Assignor with respect to each of the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the mark, and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks;

AND FURTHER, the Assignor: (1) covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks; and (2) represents, warrants and covenants to Assignee, its successors and assigns, that it has full power and right to convey all rights assigned hereby to Assignee, and, that to the best of Assignor's knowledge, the Marks do not infringe the rights of any third parties, and the Assignor agrees jointly and severally with Assignee, that it has not and will not execute any writing or do any act conflicting with these presents;

AND FURTHER, This Agreement shall not be amended or otherwise modified except by a written agreement dated subsequent to the date of this Agreement and signed on behalf of Assignee and Assignor by their respective duly authorized representatives;

AND FURTHER, This Agreement is the result of arm's length negotiations between the parties and shall be construed to have been drafted by all parties such that any ambiguities in this Agreement shall not be construed against either party;




AND FURTHER, If any provision of this Agreement shall be held by a court of competent jurisdiction to be illegal, invalid or unenforceable, the remaining provisions shall remain in full force and effect;

AND FURTHER, This Agreement shall be governed by and construed in accordance with the laws of the State of Texas.

This Agreement shall be binding on the heirs, assigns representatives and successors of the Assignor and extend to the successors, assigns and nominees of the Assignee;

[SIGNATURE PAGE FOLLOWS]

SCHEDULE A
The Marks

Registration No.	Mark	Registration Date	Goods and Services
4,345,476	 (design)	June 4, 2013	Class 025 Class 035
4,349,036	 (words plus design)	June 11, 2013	Class 025 Class 035
4,363,349	 (words plus design)	July 9, 2013	Class 025 Class 035