

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM349352

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brady Worldwide, Inc.		07/13/2015	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Teklynx Newco		
Street Address:	3200 Auch		
City:	Chemin de Nareoux		
State/Country:	FRANCE		
Entity Type:	CORPORATION: FRANCE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	75763620	TEKLYNX	
Serial Number:	74260604	LABEL MATRIX	
Registration Number:	1399271	BACKTRACK	
Registration Number:	1719883	QUICK DRAW	
Registration Number:	1719914	STRANDWARE	
CORRESPONDENCE DATA			
Fax Number:	6082587138		
<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:	6082554440		
Email:	ptomailbox@whdlaw.com		
Correspondent Name:	Melinda S. Giftos		
Address Line 1:	PO Box 1379		
Address Line 4:	Madison, WISCONSIN 53701		
NAME OF SUBMITTER:	Melinda S. Giftos		
SIGNATURE:	/Melinda S. Giftos/		
DATE SIGNED:	07/27/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Brady Worldwide, Inc., a Wisconsin corporation, located at 6555 West Good Hope Road, Milwaukee, Wisconsin 53223, has obtained trademark registrations as follows (hereinafter called "the Trademarks"):

<u>Trademark</u>	<u>Country</u>	<u>Registration Number</u>
BACKTRACK	USA	1399271
CODESOFT	EC	4994992
CODESOFT	France	1722234
CODESOFT	Japan	4885209
LABEL MATRIX	Benelux	574467
LABEL MATRIX	Brazil	818596759
LABEL MATRIX	Canada	780714
LABEL MATRIX	Great Britain	2021944
LABEL MATRIX	Mexico	649083
LABEL MATRIX	Singapore	T95/04803E
LABEL MATRIX	USA	1762560
POWERLABEL	USA	1667525
QUICK DRAW	USA	1719883
STRANDWARE	USA	1719914
TEKLYNX	USA	2351942
TEKLYNX & Design	EC	2828142
TEKLYNX SENTINEL	EC	3828167
TRACKSOFT	EC	4681607

and

WHEREAS, Teklynx Newco, a French corporation, located at Chemin de Nareoux, 3200 Auch, FRANCE, has acquired these Trademarks registrations as part of the Contract of Assignment of Intellectual Property and Software effective December 16, 2010.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Brady Worldwide, Inc. has and does hereby assign to Teklynx Newco all right, title and interest in and to the Trademark, including all common law rights therein, together with the registrations thereof and the goodwill of the business symbolized by the Trademarks.

IN WITNESS WHEREOF, Brady Worldwide, Inc. has caused this Assignment to be duly executed this 13 day of July, 2015.

By: Thomas J. Felmer
 Name: Thomas J. Felmer
 Title: Vice President

State of Wisconsin)
) SS.
 County of Milwaukee)

On this 13 day of July, 2015, before me appeared Thomas J. Felmer, the person who signed this instrument, and who acknowledged that he is the Vice President of Brady Worldwide, Inc., and that he signed this instrument on behalf of Brady Worldwide, Inc.

Cheryl Piefer-Wachtel
 Notary Public
 My Commission expires July 26, 2015

