

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM352057

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
B.J. Alan Company		07/01/2015	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	American Promotional Events, Inc.		
Street Address:	4511 Helton Drive		
City:	Florence		
State/Country:	ALABAMA		
Postal Code:	35630		
Entity Type:	CORPORATION: ALABAMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4237652	LET FREEDOM RINGS	
CORRESPONDENCE DATA			
Fax Number:	3144801505		
<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:	314-480-1500		
Email:	jenny.birmingham@huschblackwell.com		
Correspondent Name:	Alan S. Nemes		
Address Line 1:	HUSCH BLACKWELL LLP		
Address Line 2:	190 Carondelet Plaza, Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	712932.645		
NAME OF SUBMITTER:	Alan S. Nemes		
SIGNATURE:	/Alan S. Nemes/		
DATE SIGNED:	08/20/2015		
Total Attachments: 1			
source=assignment#page1.tif			

CH \$40.00 4237652

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") shall be deemed made and entered into as of the 1st day of July, 2015, ("Effective Date") by and between American Promotional Events, Inc, an Alabama corporation ("Assignee") and B.J. Alan Company, an Ohio corporation ("Assignor") (collectively the "Parties," and each individually a "Party").

WHEREAS, Assignor is the sole owner of the entire right, title and interest in and to the mark LET FREEDOM RINGS for fireworks, and U.S. Trademark Reg. No. 4,237,652 in connection with "fireworks", and the goodwill associated therewith (collectively, the "Mark"); and

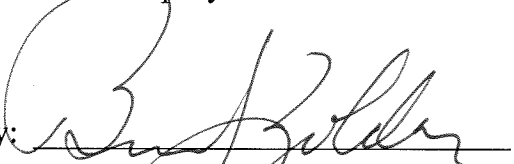
WHEREAS, Assignee is desirous of acquiring the entire right, title, and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used, and Assignor has agreed to transfer all of its right, title, and interest in and to the Mark together with such goodwill to Assignee;

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers and assigns to Assignee its entire worldwide right, title and interest in and to the Mark, together with the goodwill of the business associated therewith, including all registrations and applications therefor, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

Assignor:
B.J. Alan Company

Assignee:
American Promotional Events, Inc.

By: 

By: 

Printed Name: BRUCE J. ZOLDAN

Printed Name: Donald R. Dunn

Title: PRESIDENT

Title: VP Finance