

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM353785

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bridgeway Enterprises, Inc.		08/28/2015	CORPORATION:
RECEIVING PARTY DATA			
Name:	Lund, Inc.		
Street Address:	4325 Hamilton Mill Rd.		
Internal Address:	Ste. 400		
City:	Buford		
State/Country:	GEORGIA		
Postal Code:	30518		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3985323	LO-ROLL	
Registration Number:	3874628	TONNO PRO	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<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:	949-760-0404		
Email:	efiling@knobbe.com		
Correspondent Name:	KNOBBE, MARTENS, OLSON & BEAR LLP		
Address Line 1:	2040 Main Street		
Address Line 2:	14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	LUND.280IS		
NAME OF SUBMITTER:	Edward A. Schlatter		
SIGNATURE:	/Edward A. Schlatter/		
DATE SIGNED:	09/02/2015		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this “Trademark Assignment”) is by Bridgeway Enterprises, Inc. (d/b/a TonnoPro), an Arizona corporation (“Assignor”) in favor of Lund, Inc., a Delaware corporation (“Assignee”).

WHEREAS, Assignor has adopted, owns and continuously uses the common law and/or registered marks identified in Exhibit A attached hereto and incorporated herein by reference (collectively, the “Marks”) in the United States of America and other territories identified in said Exhibit A (collectively, the “Territories”);

WHEREAS, in connection with the Asset Purchase Agreement, dated as of the date hereof, by and among Assignor, , Assignee, and each of the Owners (as defined therein) (the “Agreement”), Assignee has obtained from the Assignor all rights, title, and interests in and to the Marks and the goodwill of the business connected with and symbolized by the Marks; and

WHEREAS, the Parties desire to further memorialize said assignment of the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. **Assignment.** Assignor does hereby irrevocably sell, transfer, assign, convey and deliver to Assignee all the past, present, and future rights, titles, and interests in and to the Marks, together with the goodwill of the business connected with and symbolized by the Marks, and including all common law and statutory rights associated with the foregoing in the Territories, as well as all registrations, applications for registration, renewals and extensions of the Marks in the Territories, all rights to register, protect, enforce, defend, and recover from the enforcement or defense of the Marks in the Territories, including but not limited to all claims for damages by reason of past infringements of the Marks, with the right to sue and collect therefore, and all other rights of every kind and nature whatsoever arising from or in connection with the Mark in the Territories.

2. **Further Assurances; Limited Power of Attorney.** Assignor shall execute such further documents and instruments, and take shall take such further actions, which are reasonably necessary to effectuate the terms, conditions and intent of this Trademark Assignment (including, without limitation and by way of example only, any additional short-form trademark assignments or transfers concerning the Marks, and applications for registration of the Marks in Assignee’s name). IF ASSIGNOR FAILS OR IS UNABLE TO EXECUTE ANY SUCH FURTHER DOCUMENTS OR INSTRUMENTS, THEN ASSIGNOR DOES HEREBY APPOINT ASSIGNEE AS ASSIGNOR’S IRREVOCABLE ATTORNEY-IN-FACT TO EXECUTE SUCH FURTHER DOCUMENTS OR INSTRUMENTS AND TO UNDERTAKE ANY ACTS NECESSARY TO ACCOMPLISH THE FOREGOING ACTS.

3. **Governing Law.** Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Trademark Assignment shall be governed in all respects, including validity, interpretation and effect by the substantive laws of the State of Delaware without regard to conflict of law provisions.

4. **Miscellaneous.** If any provision of this Trademark Assignment is held to be illegal, invalid, or unenforceable under present or future laws effective during the term hereof, such provision shall be fully severable and this Trademark Assignment shall be construed and enforced as if such illegal, invalid, or unenforceable provision had never comprised a part of this Trademark Assignment; and the remaining provisions of this Trademark Assignment shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from this Trademark Assignment. Furthermore, in lieu of each such illegal, invalid, or unenforceable provision, there shall be added automatically as a part of this Trademark Assignment a provision as similar in terms to such illegal, invalid, or unenforceable provision as may be possible and be legal, valid, and enforceable. The provisions of this Trademark Assignment shall survive the closing of the transactions contemplated hereby.

5. **Conflicts.** The terms of the Agreement, including, but not limited to, the representations, warranties, covenants, agreements and indemnities relating to the Marks are incorporated herein by this reference. The parties hereto acknowledge and agree that the representations, warranties, covenants, agreements and indemnities contained in the Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Agreement and the terms hereof, the terms of the Agreement shall govern.

6. **Binding Effect.** This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

7. **Counterparts.** This Trademark Assignment may be executed in two counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. This Trademark Assignment may be executed and delivered by facsimile signature or by electronic mail in portable document format (PDF) or similar image format and shall become effective when each party shall have received a counterpart hereof signed by all of the other parties. Until and unless each party has received a counterpart hereof signed by the other party, this Trademark Assignment shall have no effect and no party shall have any right or obligation hereunder (whether by virtue of any other oral or written agreement or other communication).

[Signature page follows]

IN WITNESS WHEREOF, this Trademark Assignment is entered into by Assignor as evidenced by its signature below, and shall be deemed effective as of August 28, 2015.

ASSIGNOR: Bridgeway Enterprises, Inc.

By: *Mark A. Wolf*

Print Name: Mark A. Wolf

Title: Vice President

ASSIGNEE: Lund, Inc.

By: *Christopher Michael*

Print Name: Christopher Michael

Title: VP, GC & Sec'y

Trademark Assignment

EXHIBIT A

1.USD3874628
2.USD3985323

Tonno Pro
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