TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356050

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/25/2015

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MICHAEL SEHL		09/09/2015	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	SEHL PRODUCTIONS, INC.
Doing Business As:	BRITE CONCEPTS
Street Address:	2580 HADLEY VALLEY ROAD NE
City:	ROCHESTER
State/Country:	MINNESOTA
Postal Code:	55906
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3915322	OPEN E-Z
Registration Number:	4277948	SINK FRESH
Registration Number:	4758452	RED JR.

CORRESPONDENCE DATA

Fax Number: 3142592020

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: 312-602-5000
Email: susan.murphy@bryancave.com
Correspondent Name: BRYAN CAVE LLP
Address Line 1: 211 NORTH BROADWAY, SUITE 3600
Address Line 4: ST. LOUIS, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	0386987
NAME OF SUBMITTER:	MARK A. PASKAR
SIGNATURE:	/Mark A. Paskar/
DATE SIGNED:	09/23/2015

Total Attachments: 3

CH $90.00 3915322

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made and entered into, *nunc pro tunc*, as of July 25, 2015 ("Effective Date"), by and between MICHAEL SEHL, an individual with an address of 2580 Hadley Valley Road NE, Rochester, MN 55906 ("Assignor") and the sole shareholder of Assignee, and SEHL PRODUCTIONS, INC. d/b/a BRITE CONCEPTS, a Minnesota corporation with an address of 2580 Hadley Valley Road NE, Rochester, MN 55906 ("Assignee"). Each of the Assignor and Assignee are herein referred to individually as a "Party" and together as the "Parties."

BACKGROUND

A. Assignor was the owner of all right, title and interest in and to the trademarks set forth in Schedule 1 attached hereto and made a part hereof, together with all registrations and applications for registration thereof, all common law rights with respect thereto (collectively, the "Assigned Trademarks")

B. Assignor, as of the Effective Date, sold, assigned and transferred to Assignee, Assignor's entire right, title and interest in and to the Assigned Trademarks; and

C. Assignee and Assignor desire to confirm and record the assignment set forth in this Assignment with the United States Patent and Trademark Office and any other public records for which recording is deemed appropriate by Assignee.

TERMS

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms that as of the Effective Date he unconditionally and irrevocably assigned, transferred and conveyed to Assignee, its successors and assigns, all of his right, title, and interest, throughout the world, in, to, and under the Assigned Trademarks and all registrations and applications for registration thereof and all common law rights with respect thereto together with all goodwill of the business in which the mark is used and which is symbolized by the Assigned Trademarks, including, but not limited to, all benefits, privileges, causes of action, and remedies relating to such Assigned Trademarks, including, without limitation, the exclusive rights to (a) apply for and maintain all registrations, renewals and/or extensions thereof, (b) all rights and causes of action to recover past, present and future damages, royalties, fees, profits and other relief including, but not limited to, equitable and injunctive relief ensuing from past, present and future infringement of the Assigned Trademarks, (c) grant licenses or other interests therein and (d) otherwise fully and entirely stand in the place of Assignor in all matters related thereto.

2. Further Assurances. Assignor shall execute any instruments or documents and perform all other acts necessary or appropriate, in the reasonable discretion of the Assignee, to further evidence the intent and purpose of this Assignment.

3. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument. Delivery of an executed counterpart of a signature page to this Assignment by facsimile, portable document format or other electronic means shall be effective as delivery of a manually executed counterpart to this Assignment.

[Signature Pages Follow]

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be duly executed as of the date first written above.

ASSIGNOR

MICHAEL SEHL

By: Michael Sehl

Date: 09-09-2015

ASSIGNEE

SEHL PRODUCTIONS, INC. d/b/a BRITE CONCEPTS

By: Michael Sehl

Name: Michael Sehl

Title: President

Date: 09-09-2015

Schedule 1

ASSIGNED TRADEMARKS

Mark	Country	Reg. No.	Date Registered
OPEN E-Z	United States	3,915,322	February 1, 2011
Sink Fresh	United States	4,277,948	January 22, 2013
Red Jr.	United States	4,758,452	June 23, 2015