

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM364672

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/01/2015		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
B&M Racing & Performance Products Inc.		11/12/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Driven Performance Brands Inc.		
Street Address:	100 Stony Point Road, Suite 125		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3830673	H HURST SHIFTERS	
Registration Number:	2785750	H HURST	
Registration Number:	0920146	HURST	
Registration Number:	0781323	H	
CORRESPONDENCE DATA			
Fax Number:	6179518736		
<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:	6179518000		
Email:	jennifer.kagan@morganlewis.com		
Correspondent Name:	Jennifer Kagan		
Address Line 1:	One Federal Street		
Address Line 2:	Morgan, Lewis & Bockius LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	111845-0003		
NAME OF SUBMITTER:	Jennifer Kagan		
SIGNATURE:	/jenniferkagan/		
DATE SIGNED:	12/04/2015		

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Total Attachments: 4

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NUNC PRO TUNC TRADEMARK ASSIGNMENT

THIS NUNC PRO TUNC TRADEMARK ASSIGNMENT ("Assignment"), effective September 1, 2015 (the "Effective Date"), is made by and between B&M Racing & Performance Products Inc., a Delaware corporation, located at 100 Stony Point Road, Suite 125, Santa Rosa, California 95401 ("Assignor"), and Driven Performance Brands Inc., a Delaware corporation, located at 100 Stony Point Road, Suite 125, Santa Rosa, California 95401 ("Assignee").

WHEREAS, Assignor is the owner of all right, title, interest, and goodwill in and to the trademarks listed in the attached Schedule A and the registrations associated therewith (collectively, the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor hereby acknowledges that it did assign to Assignee, and now confirms nunc pro tunc that it did and does so hereby sell, assign, transfer, convey and set over, effective as of the Effective Date, to Assignee, the Assignor's entire right, title and interest in, to and under the Marks, throughout the world, all goodwill appurtenant thereto, together with all registrations thereof and all claims for damages by reason of past, present and future infringements of the Marks, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of the Assignee's successors and assigns.

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IN WITNESS WHEREOF, B&M Racing & Performance Products Inc. has caused this instrument to be signed by its duly authorized corporate officer this 22nd day of November, 2015, effective as of the Effective Date.

B&M RACING & PERFORMANCE PRODUCTS INC.

As Assignor

By: 

Brian Appelgate
President

STATE OF _____
COUNTY OF _____

The foregoing instrument was acknowledged before me this ____ day of _____, 2015 by Brian Appelgate, the President of B&M Racing & Performance Products Inc., a Delaware corporation. He is personally known to me or has produced _____ (type of identification) as identification.

(Signature)

(Name typed, printed or stamped)

*****Notary Seal*****

My Commission Expires:

A notary public or other officer completing this certificate certifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California, County of Sonoma

On 11/22/15 before me, Tina M. Hughes, Notary Public,

Personally appeared Brian Appelgate

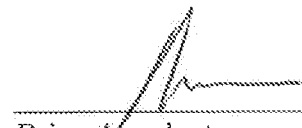
who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument. I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct. WITNESS my hand and official seal.



IN WITNESS WHEREOF, Driven Performance Brands, Inc. has caused this instrument to be signed by its duly authorized corporate officer this 2nd day of November, 2015, effective as of the Effective Date.

DRIVEN PERFORMANCE BRANDS INC.

Assignee

By: 
Brian Appelgate
President and CEO

STATE OF _____
COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 2015 by Brian Appelgate, the President and CEO of Driven Performance Brands Inc., a Delaware corporation. He is personally known to me or has produced _____ (type of identification) as identification.

(Signature)

(Name typed, printed or stamped)

*****Notary Seal*****

My Commission Expires:

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California, County of Sonoma


On 11/02/15 before me, Tina M. Hughes, Notary Public,
Personally appeared Brian Appelgate

who proved to me on the basis of satisfactory evidence to be the person
whose name(s) is/are subscribed to the within instrument and acknowledged
to me that he/she/they executed the same in his/her/their authorized capacity(ies)
and that by his/her/their signature(s) on the instrument the person(s), or the entity,
upon behalf of which the person(s) acted, executed the instrument.
I certify under PENALTY OF PERJURY under the laws of the State of California
that the foregoing paragraph is true and correct.
WITNESS my hand and official seal.



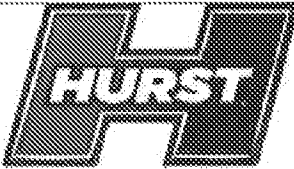


SCHEDULE A

U.S. Registrations

Mark	Registration Number	Registration Date
	3830673	August 10, 2010
H HURST	2785750	November 25, 2003
HURST	0920146	September 14, 1971
H	781323	December 8, 1964

Foreign Registrations

Mark	Country	Registration (Application) Number	Registration (Application) Date
	Australia	1166190	March 15, 2007
HURST	Canada	TMA304939	July 19, 1985
	Canada	TMA658682	February 10, 2006
HURST	China	3433319	August 21, 2004
	European Union	(014489637)	(August 18, 2015)
HURST	European Union	(014489629)	(August 18, 2015)
HURST	Norway	124822	April 17, 1986

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