

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM395210

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JJA Distributors, LLC		07/18/2016	Limited Liability Company: VIRGINIA
RECEIVING PARTY DATA			
Name:	Intrepid Brands, LLC		
Street Address:	160 Greentree Drive		
Internal Address:	Suite 101		
City:	Dover		
State/Country:	DELAWARE		
Postal Code:	19904		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85868510	PRIMAL	
CORRESPONDENCE DATA			
Fax Number:	5025881987		
<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:	5026252887		
Email:	aberge@middletonlaw.com		
Correspondent Name:	Amy B. Berge		
Address Line 1:	401 South Fourth Street		
Address Line 2:	Suite 2600		
Address Line 4:	Louisville, KENTUCKY 40202		
NAME OF SUBMITTER:	Amy B. Berge		
SIGNATURE:	/Amy B. Berge/		
DATE SIGNED:	08/16/2016		
Total Attachments: 1			
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OP \$40.00 85868510

ASSIGNMENT

This ASSIGNMENT (the "Assignment") is entered into an effective as of this 18 day of July, 2016 (the "Effective Date"), by and between JJA DISTRIBUTORS, LLC ("Assignor"), a Virginia limited liability company with an address of 10226 Doncastle Court, Mechanicsville, Virginia 23116 and INTREPID BRANDS, LLC ("Assignee"), a Delaware limited liability company with an address of 160 Greentree Drive, Suite 101, Dover, Delaware 19904.

Pursuant to agreement between the parties, Assignor hereby transfers and assigns, for valuable consideration, certain assets from Assignor, including the mark PRIMAL (the "Mark"), the U.S. trademark application issued under Serial No. 85/868,510 (the "U.S. Application"), all rights, title, and interest in and to the Mark and the U.S. Application (the "Rights"), and all goodwill associated with the Mark and the business related thereto (the "Goodwill"). The Assignment includes without limitation, the right to sue to enforce the Rights for actions before and after the date of this Assignment, and to recover for past damages in the name of Assignor. Assignee now owns, solely and exclusively, the Mark, the Rights, the Goodwill, and the U.S. Application, and Assignor retains no ownership interest therein or thereto.

This Assignment, and any subsequent amendments or modifications to this Assignment, shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky, without regard to it or any other jurisdiction's conflict of laws rules or principals.

IN WITNESS WHEREOF, Assignor and Assignee, each with the intent to be legally bound, have entered into and executed this Assignment as of the Effective Date.

JJA DISTRIBUTORS, LLC

INTREPID BRANDS, LLC

Name: H. Kevin Hillman

Name: ReAnne Moore

Signature: [Handwritten Signature]

Signature: ReAnne Moore

Title: 7/18/16

Title: Assistant General Counsel