

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM399410

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bodek and Rhodes, Inc. dba Bodek and Rhodes		08/25/2016	Corporation: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Broder Bros., Co.		
Street Address:	Six Neshaminy Interplex, 6th Floor		
City:	Trevose		
State/Country:	PENNSYLVANIA		
Postal Code:	19053		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3178002	ULTRACLUB	
Registration Number:	3920488	UC ULTRACLUB	
Registration Number:	3958446	UC	
Registration Number:	4189486	APPAREL DESIGN STUDIO	
Registration Number:	4301541	MY MOBILE APPAREL	
Registration Number:	4892809	BODEK AND RHODES	
CORRESPONDENCE DATA			
Fax Number:	2027471901		
<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:	202-747-1900		
Email:	ekomen@sheppardmullin.com		
Correspondent Name:	Edwin Komen, Sheppard Mullin		
Address Line 1:	2099 Pennsylvania Avenue, NW, Suite 100		
Address Line 4:	Washington, D.C. 20006-6801		
NAME OF SUBMITTER:	Edwin Komen		
SIGNATURE:	/Edwin Komen/		
DATE SIGNED:	09/22/2016		

CH \$165.00 3178002

Total Attachments: 3

source=bodek and rhodes - assignment of trademarks - executed on 8-25-16#page1.tif

source=bodek and rhodes - assignment of trademarks - executed on 8-25-16#page2.tif

source=bodek and rhodes - assignment of trademarks - executed on 8-25-16#page3.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Bodek and Rhodes, Inc., dba Bodek and Rhodes, a Pennsylvania corporation, located at 2951 Grant Avenue, Philadelphia, PA 19114 ("Bodek") and Broder Bros., Co., a Delaware corporation, located at Six Neshaminy Interplex, 6th Floor, Trevese, PA 19053 ("Broder Bros.").

WHEREAS, Bodek is the owner of all right, title and interest in and to the trademarks, including the registrations thereof, listed on the attached Exhibit A (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Broder Bros. desires to acquire all right, title and interest in and to the Trademarks.

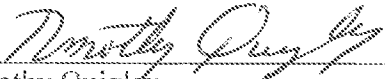
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Bodek hereby sells, assigns, transfers and conveys to Broder Bros. the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), including all causes of action as may have accrued on or before the date of this Trademark Assignment, the same to be held and enjoyed by Broder Bros. as fully and entirely as said interest could have been held and enjoyed by Bodek had this sale, assignment, transfer and conveyance not been made.

Bodek authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office, and in any applicable jurisdictions outside the United States, to record the transfer of the Trademarks to Broder Bros. Bodek agrees to further execute any documents reasonably necessary to effect this Assignment, or to confirm Broder Bros.' ownership of the Trademarks.

[Signatures on next page.]

Bodek and Rhodes
a Pennsylvania corporation

By: 
Timothy Quigley
CFO

Date: 8/25/16

Agreed and accepted:

Broder Bros., Co.
a Delaware corporation

By: 
Martin J. Matthews
CFO

Date: 8/25/16

EXHIBIT A

ULTRACLUB -- Reg. No. 3,178,002 issued November 28, 2006

UC ULTRACLUB and Design -- Reg. No. 3,920,488 issued February 15, 2011

UC and Design -- Reg. No. 3,958,446 issued May 10, 2011

APPAREL DESIGN STUDIO and Design -- Reg. No. 4,189,486 issued August 14, 2012

MY MOBILE APPAREL and Design -- Reg. No. 4,301,541 issued March 12, 2013

BODEK AND RHODES -- Reg. No. 4,892,809 issued January 26, 2016