

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM417566



SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/01/2013		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sterling Supply Company, Inc.		02/27/2017	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	The Gerson Company		
Street Address:	1450 S Lone Elm Street		
City:	Olathe		
State/Country:	KANSAS		
Postal Code:	66061		
Entity Type:	Corporation: MISSOURI		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1468920	STERLING	
Registration Number:	1468919	STERLING	
Registration Number:	1471733	STERLING	
Registration Number:	1471732	STERLING	
CORRESPONDENCE DATA			
Fax Number:	9136479057		
<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:	9136479050		
Email:	tmdocketing.burbach@hovewilliams.com		
Correspondent Name:	Cheryl L. Burbach		
Address Line 1:	10801 Mastin Blvd., Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	41369-72/1570.00000		
NAME OF SUBMITTER:	Cheryl L. Burbach		
SIGNATURE:	/Cheryl L. Burbach/		
DATE SIGNED:	02/27/2017		
Total Attachments: 1			

CH \$115.00 1468920

NUNC PRO TUNC ASSIGNMENT FOR TRADEMARKS

WHEREAS, Sterling Supply Company, Inc. a Missouri corporation, owned, adopted and used the STERLING trademark for Christmas decorations and distributorship and mail order services featuring Christmas decorations, and

WHEREAS, Sterling Supply Company, Inc. has registered in the United States Patent and Trademark Office the following trademarks:

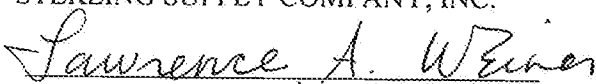
Title	Goods and Services	Registration No.
STERLING	class 11: Christmas decorations; namely, electrically lighted ornaments and electric light sets for decorating Christmas trees and surrounding areas	1468920
STERLING and Design 	class 11: Christmas decorations; namely, electrically lighted ornaments and electric light sets for decorating Christmas trees and surrounding areas	1468919
STERLING	class 42: distributorship and mail order services featuring Christmas decorations	1471733
STERLING and Design 	class 42: distributorship and mail order services featuring Christmas decorations	1471732

and WHEREAS, The Gerson Company, a Missouri corporation, desired and acquired the above-referenced trademarks, including all right, title and interest to the marks, registrations, goodwill of the business symbolized by the marks and right to enforce any claims thereon;

NOW, THEREFORE, for good and valuable consideration, as reflected in the Asset Purchase Agreement dated April 1, 2013, the receipt of which is hereby acknowledged, Sterling Supply Company, Inc. hereby assigns nunc pro tunc, April 1, 2013, to The Gerson Company, all right, title and interest in and to the above-noted trademarks and trademark registrations therefor, together with the goodwill of the business symbolized by the trademarks, including claims for damages by reason of past infringement of said marks, with the right to sue and collect therefor.

Executed nunc pro tunc, April 1, 2013, this 27 day of FEBRUARY, 2017.

STERLING SUPPLY COMPANY, INC.


Printed Name: LAWRENCE A. WEINER
Title: OWNER