

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM422057

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Direct Shot Distributing, LLC		03/24/2017	Limited Liability Company: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Direct Shot Distributing, Inc.		
<b>Street Address:</b>	2001 Commerce Parkway		
<b>City:</b>	Franklin		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46131		
<b>Entity Type:</b>	Corporation: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4481712	DIRECT SHOT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9192868199		
<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>			
<b>Phone:</b>	919 286-8000		
<b>Email:</b>	PTO_TMconfirmation@mvalaw.com, JES-PTOTMCorrespondence@mvalaw.com		
<b>Correspondent Name:</b>	MOORE & VAN ALLEN PLLC		
<b>Address Line 1:</b>	3015 CARRINGTON MILL BOULEVARD		
<b>Address Line 2:</b>	SUITE 400		
<b>Address Line 4:</b>	MORRISVILLE, NORTH CAROLINA 27560		
<b>ATTORNEY DOCKET NUMBER:</b>	020160.029		
<b>NAME OF SUBMITTER:</b>	John Slaughter		
<b>SIGNATURE:</b>	/john slaughter/		
<b>DATE SIGNED:</b>	04/03/2017		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Trademark Assignment"), effective as of March 24, 2017, is made by Direct Shot Distributing, LLC, a Texas limited liability company ("Assignor"), in favor of Direct Shot Distributing, Inc., a North Carolina corporation ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the United States trademark registration DIRECT SHOT (Reg. No. 4,481,712) ("Trademark"); and

WHEREAS, pursuant to the Asset Purchase Agreement dated as of the date hereof ("Asset Purchase Agreement"), among Assignor, Assignee, and others party thereto, Assignor shall execute and deliver to Assignee assignments, bills of sale and other instruments of transfer which may be necessary to transfer title to Assignee in certain assets including the Trademark, and Assignor desires to execute and deliver this Trademark Assignment to Assignee to satisfy the foregoing obligation under the Asset Purchase Agreement.

NOW, THEREFORE, in consideration of the premises and the mutual covenants and agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment. Assignor hereby irrevocably grants, sells, transfers, conveys, assigns and sets over to Assignee, its successors and assigns, free of all encumbrances, all right, title, and interest in perpetuity in and to the Trademark (including all derivations thereof) in the United States and worldwide, including the following (collectively, the "Additional Rights"):

(a) the goodwill of the business connected with the use of and symbolized by the Trademark, and with respect to United States intent-to-use trademark applications, the portion of Assignor's business to which such trademarks pertain and that business is ongoing and existing;

(b) all registrations, applications, domain names, and common law rights, if any, all rights to apply and rights of priority to apply for registration, and all issuances, extensions and renewals thereof;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing;

(d) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by any applicable law of any jurisdiction throughout the world;

(e) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages; and

(f) said Trademark and other foregoing rights to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment had not been made.

2. Recordation and Further Actions. Assignor authorizes the Commissioner for Trademarks of the United States Patent and Trademark Office and any other national, federal and state government officials to record and register this Trademark Assignment upon request by Assignee. Assignor shall execute any

and all documents and take all other further actions as reasonably requested by Assignee to transfer ownership of the Trademark and Additional Rights including, but not limited to, assignments, transfers and related powers of attorney, and to obtain, maintain, perfect, and protect the Trademark and Assignee's rights therein. Assignee shall promptly initiate and complete, at its sole cost, all such recordings, registrations and filings necessary to give full effect to the assignment of the Trademark contemplated by this Trademark Assignment.

3. Disclaimers. This Trademark Assignment is subject to the terms and conditions of the Asset Purchase Agreement. Nothing contained in this Trademark Assignment shall be deemed to modify, limit, or amend any rights or obligations of the Assignor, Assignee, or other parties to the Asset Purchase Agreement. In the event of any conflict or inconsistency between the terms and conditions of this Trademark Assignment and the Asset Purchase Agreement, the terms and conditions of the Asset Purchase Agreement shall govern.

4. General.

(a) Entire Agreement. This Trademark Assignment, together with the Asset Purchase Agreement, constitutes the sole and entire agreement of the parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings and agreements, both written and oral, with respect to such subject matter.

(b) Successors and Assigns. This Trademark Assignment is binding upon, inures to the benefit of and is enforceable by the parties hereto and their respective successors and permitted assigns.

(c) Governing Law. This Trademark Assignment shall be construed, interpreted, enforced and governed by and under the laws of the State of Delaware, without regard to its rules regarding choice of law.

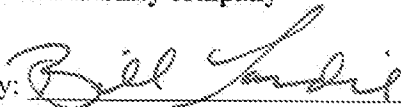
(d) Counterparts. This Trademark Assignment may be executed in any number of counterparts, each of which shall constitute an original but all of which shall constitute one and the same instrument. The parties need not sign the same counterpart.

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK;  
SIGNATURE PAGE FOLLOWS]**

IN WITNESS WHEREOF, Assignor and Assignee have each executed this Trademark Assignment as of the date first above written.

**ASSIGNOR:**

**DIRECT SHOT DISTRIBUTING, LLC, a Texas  
limited liability company**

By:   
Name: Bill Lardie  
Title: President

**ASSIGNEE:**

**DIRECT SHOT DISTRIBUTING, INC., a North  
Carolina corporation**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

IN WITNESS WHEREOF, Assignor and Assignee have each executed this Trademark Assignment as of the date first above written.

**ASSIGNOR:**

**DIRECT SHOT DISTRIBUTING, LLC, a  
Texas limited liability company**

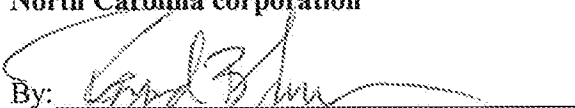
By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**ASSIGNEE:**

**DIRECT SHOT DISTRIBUTING, INC., a  
North Carolina corporation**

By:  \_\_\_\_\_

Name: Raymond B. Zerrusen

Title: Chief Executive Officer