

4/4/2017

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM421048

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type <i>BIT</i>
MAKE IDEAS, LLC		02/16/2017	Corporation: CALIFORNIA
<i>Limited Liability Company: CALIFORNIA</i>			
RECEIVING PARTY DATA			
Name:	THE KONG COMPANY, LLC		
Street Address:	16191-D TABLE MOUNTAIN PARKWAY		
City:	GOLDEN		
State/Country:	COLORADO		
Postal Code:	80403		
Entity Type:	Corporation: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87080388	KONG ARMOR	
CORRESPONDENCE DATA			
Fax Number:	3034021601		
<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:	303-402-1600		
Email:	docketing@bhgrlaw.com		
Correspondent Name:	BRENT P. JOHNSON		
Address Line 1:	1712 PEARL STREET		
Address Line 4:	BOULDER, COLORADO 80302		
NAME OF SUBMITTER:	BRENT P. JOHNSON		
SIGNATURE:	/BRENT P. JOHNSON/ <i>BJ</i>		
DATE SIGNED:	03/24/2017 <i>4/5/17</i>		
Total Attachments: 1 source=KONG ARMOR Assignment v3#page1.tif			

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TRADEMARK ASSIGNMENT

This is an Assignment by Make Ideas, LLC, a California limited liability company having an address of 7421 Eads Avenue, La Jolla, California 92037 ("ASSIGNOR") to The KONG Company LLC, a Colorado limited liability company having an address of 16191-D Table Mountain Parkway, Golden, Colorado 80403 ("ASSIGNEE");

WHEREAS, ASSIGNOR is the owner of the U.S. Trademark Application Number 87/080,388 submitted June 22, 2016, for the mark "KONG ARMOR" ("APPLICATION") and is desirous of assigning the mark to ASSIGNEE, to include any and all common law rights in and to the mark;

WHEREAS ASSIGNOR and ASSIGNEE entered into an Exclusive License Agreement dated September 15th, 2016 ("LICENSE AGREEMENT");

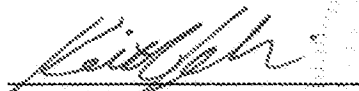
WHEREAS, ASSIGNEE is desirous of acquiring all right, title and interest in the mark pursuant to the terms of the LICENSE AGREEMENT, the aforesaid APPLICATION and any and all other trademark rights associated with the mark, and ASSIGNEE accepts this Assignment subject to the conditions set forth herein regarding ASSIGNOR's non-use of the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer and set over to ASSIGNEE all right, title and interest in and to the mark "KONG ARMOR," together with the goodwill of the business symbolized by the mark and all other corresponding rights that are or may be secured under the laws of any countries, now or hereafter in effect, for ASSIGNEE's own use and enjoyment, and for the use and enjoyment of ASSIGNEE's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this Assignment had not been made, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of "KONG ARMOR" with the right to sue for, and collect the same for ASSIGNEE's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

MAKE IDEAS, LLC

ASSIGNOR

Date: 2/16/17

By: 
Keith Mullin
Title: President

