

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM437279

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
National Marine Manufacturers Association, Inc.		07/24/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Marine Retailers Association of America		
Street Address:	8401 73rd Avenue North, Suite 71		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55428		
Entity Type:	Non-Profit Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3279925	MARINE INDUSTRY CERTIFIED DEALERSHIP HON	
CORRESPONDENCE DATA			
Fax Number:	3129291955		
<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:	3129291950		
Email:	kpendo@clpchicago.com		
Correspondent Name:	Kimberly A. Pendo		
Address Line 1:	333 W. Wacker Drive, Suite 810		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Kimberly A. Pendo		
SIGNATURE:	/Kimberly A. Pendo/		
DATE SIGNED:	07/31/2017		
Total Attachments: 1 source=Assignment#page1.tif			

OP \$40.00 3279925

ASSIGNMENT

WHEREAS, NATIONAL MARINE MANUFACTURERS ASSOCIATION, INC., a Delaware nonstock corporation ("Assignor"), is the owner of certain trademarks, tradenames, designations, slogans, brand or private label names, service marks, and certification marks, including but not limited to the following federally registered certification mark (and Design): MARINE INDUSTRY CERTIFIED DEALERSHIP PROGRAM (U.S. Reg. No. 3279925) (the "Trademark") used in and in connection with the Marine Industry Certified Dealership Program (the "Program") as described in that certain Letter Agreement, dated July 19, 2017 ("Agreement"), by and between Assignor and the MARINE RETAILERS ASSOCIATION OF AMERICA, an Illinois not-for-profit corporation ("Assignee").

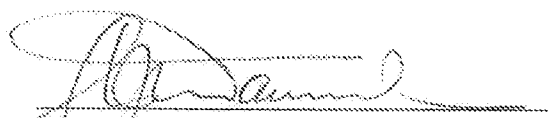
NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns and transfers to Assignee, its legal representatives, successors, and assigns, all of Assignor's right, title, and interest in and to the Trademark, registered and unregistered, and any registrations and applications for registration therefor, in the United States and throughout the world, together with the goodwill of the Program in connection with which the Trademark is used and which is symbolized by the Trademark, the right to recover damages and profits for past infringements thereof, and the right to protection of interests therein under all applicable laws.

Assignor shall, upon the request of Assignee, execute and deliver all papers, instruments, and assignments, and perform any other reasonable acts Assignee may require, to vest all right, title, and interest in and to the Trademark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WHITENESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer and delivered as of the date hereof.

EXECUTED this 24 day of July 2017.

NATIONAL MARINE MANUFACTURERS
ASSOCIATION, INC.

By: 
Name: Thomas Dammrich
Title: President

Sworn to and subscribed
before me this 24
day of July, 2017

