

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442430

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New Balance Athletics, Inc.		09/08/2017	Corporation: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	The Rockport Company, LLC		
Street Address:	1220 Washington Street		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02465		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1437386	TRU-TRAK	
CORRESPONDENCE DATA			
Fax Number:	2033271096		
<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:	203-324-6155		
Email:	abryce@ssjr.com		
Correspondent Name:	Stephen P. McNamara		
Address Line 1:	986 Bedford Street		
Address Line 2:	St. Onge Steward Johnston & Reens LLC		
Address Line 4:	Stamford, CONNECTICUT 06905		
ATTORNEY DOCKET NUMBER:	06883-T0063A		
NAME OF SUBMITTER:	Stephen P. McNamara		
SIGNATURE:	/SPMcNamara/		
DATE SIGNED:	09/08/2017		
Total Attachments: 1			
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OP \$40.00 1437386

Trademark Assignment

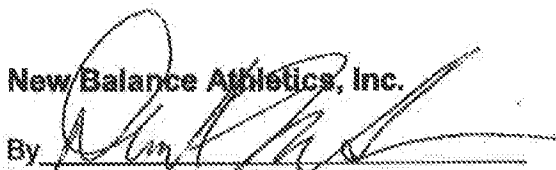
WHEREAS, **New Balance Athletics, Inc.**, a Massachusetts corporation, with an address of 100 Guest Street; Boston, MA 02135; (hereinafter referred to as ASSIGNOR) had adopted and owns U.S. Trademark Registration No. 1,437,386 registered April 21, 1987, for TRU-TRAK (the "TRADEMARK");

WHEREAS, **The Rockport Company, LLC**, a Delaware limited liability company, with an address of 1220 Washington Street; Newton, MA 02465; (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said TRADEMARK;

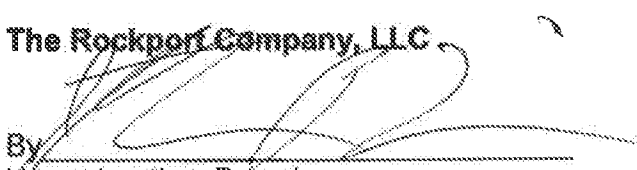
NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said U.S. Trademark Registration No. 1,437,386 registered April 21, 1987, for TRU-TRAK, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

Executed on 8 day of September, 2017.

New Balance Athletics, Inc.

By 
Name: Daniel J. McKinnon
Title: Senior IP Counsel

The Rockport Company, LLC

By 
Name: Jonathan P. Levi
Title: Associate General Counsel