

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM446288

<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>
Simply Solutions, Inc.		09/01/2017	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Simoniz USA, Inc.		
<b>Street Address:</b>	201 Boston Turnpike Rd		
<b>City:</b>	Bolton		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06043		
<b>Entity Type:</b>	Corporation: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2796595	PULSE	
<b>Registration Number:</b>	3795733	TIRE FIRE	
<b>Registration Number:</b>	3795732	WATERFALL	
<b>Serial Number:</b>	87312042	WIRE FIRE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8605270464		
<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>Email:</b>	TIFFANY@IP-LAWYERS.COM		
<b>Correspondent Name:</b>	Mallory S. Hein		
<b>Address Line 1:</b>	185 Asylum Street, CITYPLACE II		
<b>Address Line 4:</b>	HARTFORD, CONNECTICUT 06103		
<b>NAME OF SUBMITTER:</b>	Mallory S. Hein		
<b>SIGNATURE:</b>	/Mallory S. Hein/		
<b>DATE SIGNED:</b>	10/06/2017		
<b>Total Attachments: 2</b>			
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OP \$115.00 2796595

## ASSIGNMENT OF TRADEMARKS

This **ASSIGNMENT OF TRADEMARKS** is effective as of September 1, 2017 ("Effective Date") and is entered into by and between **SIMPLY SOLUTIONS, INC.**, an Illinois corporation (the "Assignor") and **SIMONIZ USA, INC.**, a Connecticut corporation (the "Assignee").

**WHEREAS**, Assignor represents that it is the owner of all right, title and interest in and to the marks listed on the list attached hereto as the Exhibit 1 (hereinafter referred to as (the "Marks");

**WHEREAS**, Assignor wishes to convey to Assignee all of its right, title and interest in and to the marks together with any goodwill of the Assignor related to the Marks; and

**WHEREAS**, Assignee desires to acquire all right, title and interest in and to the Marks.

**NOW THEREFORE**, Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby sell, assign, transfer, convey and set over to Assignee and Assignee's heirs, successors, designees and assigns, as of the Effective Date, for Assignee's use and benefit, all right, title and interest that Assignor may have in and to the Marks, including names and designs used together or separately, together with goodwill symbolized by said Marks, and also the entire right, title and interest in all benefits, claims, demands and rights or recovery for past, present and future infringement, if any, of said Marks. Assignor represents that it is the sole and exclusive owner of the Marks and that no part of any mark has heretofore been pledged, conveyed, licensed, or encumbered in any way. Assignor further agrees to execute and deliver, at the request of Assignee, all paper, instruments, and assignments, and to perform any other acts Assignee may require in order to vest all rights, title and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee at Assignee's expense, but without additional consideration being paid by Assignee to Assignor, to the extent such evidence is in the possession or control of Assignor.

ASSIGNOR:

SIMPLY SOLUTIONS, INC.  
an Illinois corporation

By: 

Robert Pecora, President

**EXHIBIT 1**

**MARKS**

LIVE Trademarks:

1. PULSE (Reg. No. 2,796,595)
2. TIRE FIRE (Reg. No. 3,795,733)
3. WATERFALL (Reg. No. 3,795,732)
4. WIRE FIRE (Ser. No. 87,312,042)

Any right, title or interest in the following:

DEAD Trademarks:

1. LABOR SAVER (Ser. No. 75,678,002)
2. TIRE FIRE (Reg. No. 2,321,840)
3. WATERFALL (Reg. No. 2,324,429)