

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM447310

<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>
OURY GRIP U.S.A. INC.		09/18/2017	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Exact Marketing, Inc.		
<b>Doing Business As:</b>	Lizard Skins		
<b>Street Address:</b>	885 South Auto Mall Drive, Suite C		
<b>City:</b>	American Fork		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84003		
<b>Entity Type:</b>	Corporation: UTAH		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1375743	PYRAMID	
<b>Registration Number:</b>	1070568	OURY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8013280537		
<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>	801-521-3200		
<b>Email:</b>	bwinder@joneswaldo.com		
<b>Correspondent Name:</b>	Brent T. Winder		
<b>Address Line 1:</b>	170 South Main Street, Suite 1500		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84101		
<b>ATTORNEY DOCKET NUMBER:</b>	17011.0001		
<b>NAME OF SUBMITTER:</b>	Brent T. Winder		
<b>SIGNATURE:</b>	/Brent T. Winder/		
<b>DATE SIGNED:</b>	10/16/2017		
<b>Total Attachments: 1</b>			
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**U.S. TRADEMARK ASSIGNMENT**

**WHEREAS**, Oury Grip U.S.A. Inc., an Illinois corporation with former mailing addresses at 1016 College Avenue, Wheaton, Illinois 60187 and P.O. Box 788, Imboden, Arkansas 72434 (hereinafter "Assignor") is the owner of the PYRAMID and OURY trademarks ("the Marks") in connection with various goods and/or services;

**WHEREAS**, Assignor owns the following federal registration for the Marks on the Principal Register of the United States Patent and Trademark Office for the goods identified therein ("the Registrations"):

1) Mark: PYRAMID  
U.S. Registration No. 1375743  
Filing Date: November 15, 1984  
Registration Date: December 17, 1985  
Application Serial No. 73508916

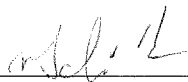
2) Mark: OURY  
U.S. Registration No. 1070568  
Filing Date: February 2, 1976  
Registration Date: August 2, 1977  
Application Serial No. 73075971

**WHEREAS**, Exact Marketing, Inc., a Utah corporation with its principal place of business located at 885 South Auto Mall Drive, Suite C, American Fork, Utah 84003 (hereinafter "Assignee"), is desirous of acquiring the entire right, title, and interest in the Marks and the Registrations;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and the Registrations including the right to bring actions for past infringement, in any jurisdiction.

ASSIGNOR

Oury Grip U.S.A. Inc.

  
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Marta J. Schild, President

Date: 9-18-17