

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM453638

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Exhibitor Laboratories, Inc.		08/25/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Straight Arrow Products, Inc.		
Street Address:	2020 Highland Avenue		
City:	Bethlehem		
State/Country:	PENNSYLVANIA		
Postal Code:	18020		
Entity Type:	Corporation: NEW JERSEY		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	87478015	QUIC SHEEN	
Serial Number:	87478007	QUIC SILVER	
Serial Number:	87478002	QUIC BLACK	
Serial Number:	87477992	QUIC SHADE	
Serial Number:	87477975	QUIC	
CORRESPONDENCE DATA			
Fax Number:	610-797-66		
<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:	610-797-9000 x390		
Email:	dpanzer@filblaw.com		
Correspondent Name:	Douglas Panzer		
Address Line 1:	4001 Schoolhouse Lane		
Address Line 2:	PO Box 219		
Address Line 4:	Center Valley, PENNSYLVANIA 18034		
NAME OF SUBMITTER:	Douglas Panzer		
SIGNATURE:	/Douglas Panzer/		
DATE SIGNED:	12/07/2017		
Total Attachments: 4			

OP \$140.00 87478015

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ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY ("Assignment") is made and entered into as of August 25, 2017 (the "Effective Date"), by and between Exhibitor Laboratories, Inc., a California corporation, and Nancy Faries and Cheryl Rygg (collectively, the "Assignor"), and Straight Arrow Products, Inc., a New Jersey corporation ("Assignee").

RECITALS

A. Assignor and Assignee have entered into that certain Stock Purchase Agreement dated August 25, 2017 (the "Agreement"), pursuant to which Assignor is selling to Assignee the Assets more particularly described in the Agreement. Unless otherwise defined in this Assignment, capitalized terms shall have the meanings given to them in the Agreement.

B. Assignor is the owner of certain intangible property rights described in the Stock Purchase Agreement (the "Intellectual Property").

C. Pursuant to the terms of the Agreement, except as set forth as an excluded asset under the Agreement, Assignor desires to assign Assignor's right, title, and interest in the intellectual property to Assignee, and Assignee desires to accept the assignment and assume all of the obligations associated with the Intellectual Property.

NOW, THEREFORE, in consideration of the payment and delivery to Assignor of all monies and instruments to be paid and delivered to Assignor by Assignee pursuant to the terms of the Agreement, the receipt of which Assignor acknowledges, Assignor and Assignee agree as follows:

1. Assignment of Intellectual Property. Assignor assigns and transfers to Assignee all of its right, title, and interest in and to the Intellectual Property as of the Effective Date, subject to, in the case of any Intellectual Property that requires consent to assignment, the receipt of the required consent.

2. Acceptance of Assignment and Obligations. Assignee agrees to and accepts the assignment of the Intellectual Property.

3. Successors and Assigns. This Assignment shall inure to the benefit of, and be binding on, successors and assigns of the parties.

4. Counterparts. This Assignment may be executed in any number of counterparts, each of which shall be deemed an original. The counterparts shall together constitute but one agreement.

[SIGNATURES APPEAR ON NEXT PAGE]

IN WITNESS WHEREOF, the parties have executed this Assignment as of the Effective Date.

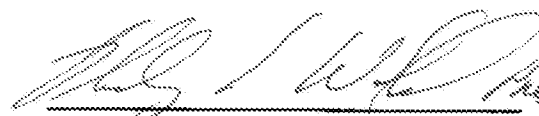
ASSIGNOR:

ASSIGNEE:

EXHIBITOR LABORATORIES, INC.,
a California corporation

STRAIGHT ARROW PRODUCTS, INC.,
a New Jersey corporation

By:



Phillip Lee Wolvek, President

By:



Devon B. Katzev

(name)

President

(title)

NANCY FARIES

CHERYL RYGG

IN WITNESS WHEREOF, the parties have executed this Assignment as of the Effective Date.

ASSIGNOR:

ASSIGNEE:

EXHIBITOR LABORATORIES, INC.,
a California corporation

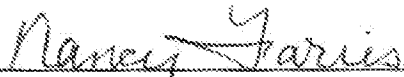
STRAIGHT ARROW PRODUCTS, INC.,
a New Jersey corporation

By: _____
Phillip Lee Wolvek, President

By: _____

(name)

(title)



NANCY FARIES

CHERYL RYGG

IN WITNESS WHEREOF, the parties have executed this Assignment as of the Effective Date.

ASSIGNOR:

ASSIGNEE:

EXHIBITOR LABORATORIES, INC.,
a California corporation

STRAIGHT ARROW PRODUCTS, INC.,
a New Jersey corporation

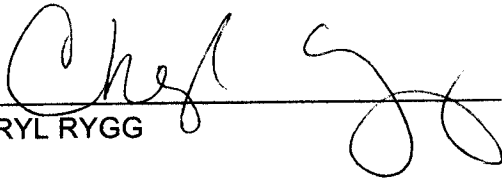
By: _____
Phillip Lee Wolvek, President

By: _____

(name)

(title)

NANCY FARIES



CHERYL RYGG