

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM455859

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alta Equipment Company, Inc.		12/20/2017	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	Alta Holding Partnership, LLC		
Street Address:	13211 Merriman Road		
City:	Livonia		
State/Country:	MICHIGAN		
Postal Code:	48150		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	87105485	UP TIME MATTERS	
Registration Number:	5080324	UP TIME MATTERS	
Registration Number:	4107226	ALTA RENTS	
Registration Number:	4107228	ALTA INDUSTRIAL EQUIPMENT	
Registration Number:	4107203	ALTA FINANCIAL SERVICES	
Registration Number:	4107227	ALTA CONSTRUCTION EQUIPMENT	
Registration Number:	4162769	ALTA EQUIPMENT COMPANY	
Registration Number:	4089410	ALTA FLEET SERVICES	
CORRESPONDENCE DATA			
Fax Number:	2486451568		
<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:	248-645-1483		
Email:	dhb@h2law.com		
Correspondent Name:	HOWARD & HOWARD ATTORNEYS PLLC		
Address Line 1:	450 West Fourth Street		
Address Line 4:	Royal Oak, MICHIGAN 48067		
NAME OF SUBMITTER:	Daniel H. Bliss		

OP \$215.00 87105485

SIGNATURE:	/Daniel H. Bliss/
DATE SIGNED:	12/26/2017
Total Attachments: 3 source=Step 1_#page1.tif source=Step 1_#page2.tif source=Step 1_#page3.tif	

ASSIGNMENT

UNITED STATES REGISTERED TRADEMARKS

WHEREAS, Alta Equipment Company, Inc., a Michigan corporation having a place of business at 28775 Beck Road, Wixom, MI 48393-3416 (hereinafter referred to as "ASSIGNOR"), is the owner of several United States Registrations and Applications for certain trademarks, together with the goodwill of the business symbolized by these trademarks, as hereinafter specified; and

WHEREAS, Alta Holding Partnership, LLC, a Michigan limited liability company having a place of business at 28775 Beck Road, Wixom, MI 48393-3416 (hereinafter referred to as "ASSIGNEE"), desires to acquire the entire right, title and interest in and to the United States Registrations and Applications for the trademarks, together with the goodwill of the business symbolized by the trademarks, hereinafter specified:

WITNESSETH:

NOW, THEREFORE, in consideration of good and valuable consideration in hand received by ASSIGNOR from ASSIGNEE, receipt of which is hereby acknowledged:

ASSIGNOR hereby assigns and sets over unto ASSIGNEE, its successors and assigns:

(a) Its entire right, title and interest in and to the United States Registrations and Applications listed on the attached Appendix A, and all renewals thereof, together with the goodwill of the business symbolized by the trademarks; and

(b) All claims, demands, and rights of action that ASSIGNOR has or might have by reason of any infringements of the United States Registrations and Applications listed on the attached Appendix A prior to the date of this Assignment, together with the right to prosecute such claims, demands, and rights of action in ASSIGNEE's own name.

IN WITNESS WHEREOF, ASSIGNOR, expressly intending to be legally bound hereby, has caused this Assignment to be duly executed this 20th day of December, 2017.

For ASSIGNOR: *Steven W. Greenawalt*

By (Printed Name): Steven W. Greenawalt

Title: President

State of Michigan)
County of Wayne)

On this 20th day of December, 2017, before me personally appeared the foregoing individual, who executed the foregoing instrument and who acknowledged to me that he/she executed the same of his/her own free will for the purpose therein set forth.

BRANDON DELAP
NOTARY PUBLIC, STATE OF MI
COUNTY OF WAYNE
MY COMMISSION EXPIRES Aug 21, 2021
ACTING IN COUNTY OF Wayne

Brandon Delap
Notary Public
State of Michigan
County of Wayne
Acting in County of Wayne
My commission Expires: August 21, 2021

APPENDIX A

<u>Name of Original Grantor</u>	<u>Trademark</u>	<u>Registration Date</u>	<u>Expiration/ Renewal Date</u>	<u>Application Number</u>	<u>Registration Number</u>	<u>Jurisdiction</u>
Alta Equipment Company, Inc.	UP TIME MATTERS			87105485		United States
Alta Equipment Company, Inc.	UP TIME MATTERS	11/15/16	November 15, 2021	86631105	5080324	United States
Alta Equipment Company, Inc.	ALTA RENTS	3/6/2012	March 6, 2022	77933306	4107226	United States
Alta Equipment Company, Inc.	ALTA INDUSTRIAL EQUIPMENT	3/6/2012	March 6, 2022	77933393		
Alta Equipment Company, Inc.	ALTA FINANCIAL SERVICES	3/6/2012	March 6, 2022	77873987	4107228	United States
Alta Equipment Company, Inc.	ALTA CONSTRUCTION EQUIPMENT	3/6/2012	March 6, 2022	77933361	4107203	United States
Alta Equipment Company, Inc.	ALTA EQUIPMENT COMPANY	6/26/2012	June 26, 2022	77864483	4107227	United States
Alta Equipment Company, Inc.	ALTA FLEET SERVICES	1/24/2012	January 24, 2022	77867762	4162769	United States
Alta Equipment Company, Inc.					4089410	United States

TRADEMARK

REEL: 006236 FRAME: 0123

RECORDED: 12/26/2017