OP \$215.00 87105485

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

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.

 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

TRADEMARK
REEL: 006236 FRAME: 0119

900433409

SIGNATURE:	/Daniel H. Bliss/
DATE SIGNED:	12/26/2017
Total Attachments: 3 source=Step 1_#page1.tif	
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TRADEMARK REEL: 006236 FRAME: 0120 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:

Its entire right, title and interest in and to the United States Registrations and (a)

Applications listed on the attached Appendix A, and all renewals thereof, together with the goodwill

of the business symbolized by the trademarks; and

All claims, demands, and rights of action that ASSIGNOR has or might have by (b)

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.

Page 1 of 2

TRADEMARK REEL: 006236 FRAME: 0121 IN WITNESS WHEREOF, ASSIGNOR, expressly intending to be legally bound hereby, has caused this Assignment to be duly executed this **20**th day of December, 2017.

For ASSIGNOR: Start

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 WAYAR

Branker DUAP

Notary Public

State of Michigan

County of WayAR

Acting in County of WayAR

My commission Expires: AUJUST 21, 2021

RECORDED: 12/26/2017

APPENDIX A

Registration Expiration/ Date Renewal Date PRS 11/15/16 November 15, 2021 AL 3/6/2012 March 6, 2022 AL 3/6/2012 March 6, 2022 AL 3/6/2012 March 6, 2022 TION 3/6/2012 March 6, 2022 NI 6/26/2012 June 26, 2022	United States	4089410		January 24, 2022	1/24/2012	SERVICES	Alta Equipment Company, Inc.
Image:			77867762			ALTA FLEET	
Trademark Registration Date Expiration/ Renewal Date Application Number Registration Number UP TIME MATTERS Date Renewal Date Number Number UP TIME MATTERS 11/15/16 November 15, 2021 86631105 5080324 ALTA RENTS 3/6/2012 March 6, 2022 77933306 4107226 ALTA INDUSTRIAL 3/6/2012 March 6, 2022 77873987 4107228 ALTA FINANCIAL 3/6/2012 March 6, 2022 77873987 4107223 ALTA CONSTRUCTION 3/6/2012 March 6, 2022 77933361 4107227 ALTA EQUIPMENT 3/6/2012 March 6, 2022 77933361 4107227 ALTA EQUIPMENT 3/6/2012 March 6, 2022 77933361 4107227	United States	4162769		June 26, 2022	6/26/2012	COMPANY	Alta Equipment Company, Inc.
Irademark Registration Date Expiration/Renewal Date Application Number Registration Number UP TIME MATTERS 11/15/16 November 13, 2021 87105485 Number UP TIME MATTERS 11/15/16 November 13, 2021 86631105 5080324 ALTA RENTS 3/6/2012 March 6, 2022 77933306 4107226 ALTA INDUSTRIAL EQUIPMENT 3/6/2012 March 6, 2022 77933393 4107228 ALTA FINANCIAL SERVICES 3/6/2012 March 6, 2022 77873987 4107228 ALTA CONSTRUCTION EQUIPMENT 3/6/2012 March 6, 2022 77933361 4107227	-		77864483			ALTA EQUIPMENT	
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Imademark Registration Date Expiration Remember 15 Application Number Number Registration Number UP TIME MATTERS Date Renewal Date Number Number Number UP TIME MATTERS 11/15/16 November 15 86631105 5080324 ALTA RENTS 3/6/2012 March 6, 2022 77933306 4107226 ALTA FINANCIAL SERVICES 3/6/2012 March 6, 2022 77873987 4107203			77933361			ALTA CONSTRUCTION	
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Trademark Registration Expiration/Expiration Application Registration UP TIME MATTERS Date Renewal Date Number Number UP TIME MATTERS 87105485	United States	5080324	86631105		11/15/16	UP TIME MATTERS	Alta Equipment Company, Inc.
<u> Trademark Registration Expiration/ Application Registration</u> Date Renewal Date Number Number	United States		87105485			UP TIME MATTERS	Alta Equipment Company, Inc.
	Jurisdiction	Registration Number	Application Number	Expiration/ Renewal Date	Registration Date	Trademark	Name of Original Grantor

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