

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM455864

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>SEQUENCE:</b>	3

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Alta Enterprises, LLC		12/20/2017	Limited Liability Company: MICHIGAN

## RECEIVING PARTY DATA

<b>Name:</b>	Alta Industrial Equipment Michigan, LLC
<b>Street Address:</b>	13211 Merriman Road
<b>City:</b>	Livonia
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	48150
<b>Entity Type:</b>	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: 2486451483

Email: dhb@h2law.com

Correspondent Name: HOWARD &amp; HOWARD ATTORNEYS PLLC

Address Line 1: 450 West Fourth Street

Address Line 4: Royal Oak, MICHIGAN 48067

<b>NAME OF SUBMITTER:</b>	Daniel H. Bliss
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<b>SIGNATURE:</b>	/Daniel H. Bliss/
<b>DATE SIGNED:</b>	12/26/2017
<b>Total Attachments: 3</b> source=Step 3#page1.tif source=Step 3#page2.tif source=Step 3#page3.tif	

ASSIGNMENT

UNITED STATES REGISTERED TRADEMARKS

WHEREAS, Alta Enterprises, LLC, a Michigan limited liability company 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 Industrial Equipment Michigan, LLC, a Michigan limited liability company having a place of business at 13211 Merriman Road, Livonia, MI 48150 (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 20<sup>th</sup> day of December, 2017.

For ASSIGNOR: 

By (Printed Name): Ryan Greenawalt

Title: Manager

State of Michigan )  
County of Wayne )

On this 20<sup>th</sup> 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	4162769	United States
Alta Equipment Company, Inc.	ALTA FLEET SERVICES	1/24/2012	January 24, 2022	77867762	4089410	United States

TRADEMARK

REEL: 006236 FRAME: 0200

RECORDED: 12/26/2017