

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM468012

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rule Industries, LLC		04/02/2018	Limited Liability Company: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Tie Down, Inc.		
Street Address:	125 B Villanova Drive, SW		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30336		
Entity Type:	Corporation: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0657643	HI-TENSILE	
CORRESPONDENCE DATA			
Fax Number:	2024202201		
<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:	202-420-2200		
Email:	DGregory@BlankRome.com		
Correspondent Name:	Blank Rome LLP		
Address Line 1:	1825 Eye Street, NW		
Address Line 4:	Washington, D.C. 20006		
ATTORNEY DOCKET NUMBER:	R8540.0001		
NAME OF SUBMITTER:	Donald A. Gregory		
SIGNATURE:	/DAG/		
DATE SIGNED:	04/02/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Rule Industries, LLC, a Massachusetts Limited Liability Company, having offices at Suite 535-N, 100 Cummings Center Drive, Beverly, Massachusetts 01915 ("Assignor"), owns all right, title and interest in the registered trademark identified in Schedule A (hereinafter the "Mark") together with the goodwill of the business symbolized by the Mark; and

WHEREAS, Tie Down, Inc., a Georgia Corporation having an office at 125 B Villanova Drive, SW, Atlanta, Georgia 30336 ("Assignee") desires to acquire the Mark together with the goodwill of the business symbolized by the Mark, witnesseth:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to the Assignee, its lawful successors and assigns, Assignor's entire right, title and interest in and to the Mark set forth in Schedule A hereto, together with the goodwill of the business symbolized by the Mark, and all other rights which Assignor has enjoyed thereunder in the United States and throughout the world, including any and all rights of recovery based on past infringement of said Mark, the same to be held and enjoyed by the Assignee, its successors and assigns, forever and to the full end of the terms for which the aforesaid Mark is registered and any renewals of the terms thereof.

RULE INDUSTRIES, LLC

By: David S. Webber
Print Name: David S. Webber
Title: Director of Marketing
Date: 04/02/2018

SCHEDULE A

Trademark	Country	Application Number	Application Date	Registration Number	Registration Date
HI-TENSILE	United States of America	72/002,228	February 7, 1956	657,643	January 28, 1958