

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM483837

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BRAVEN LC		07/20/2018	Limited Liability Company: UTAH
RECEIVING PARTY DATA			
Name:	ZAGG AMPLIFIED, INC.		
Street Address:	3855 South 500 West, Ste J		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84115		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 25			
Property Type	Number	Word Mark	
Serial Number:	88007879	360 COMMAND	
Serial Number:	87905727	360GO	
Serial Number:	87284733	BRAVA ADAPT	
Serial Number:	87284723	BRAVA ONE	
Serial Number:	87832524	BRAVEN	
Registration Number:	4336017	BRAVEN	
Registration Number:	5509805	BRAVEN VALE	
Serial Number:	87428646	BRAVEN VILLA	
Serial Number:	87699965	FIELD TESTED, USER APPROVED	
Serial Number:	87270740	FLYE SPORT	
Serial Number:	87818577	FLYE SPORT COMMAND	
Serial Number:	87270741	FLYE SPORT GLO	
Serial Number:	87270746	FLYE SPORT POWER	
Serial Number:	87270748	FLYE SPORT REFLECT	
Serial Number:	87284751	NOW YOU'RE READY	
Serial Number:	87284742	READY ELITE	
Serial Number:	87284735	READY PRIME	
Serial Number:	87284744	READY PRO	
Serial Number:	87284748	READY SOLO	
TRADEMARK			

OP \$640.00 88007879

Property Type	Number	Word Mark
Serial Number:	86874512	RUGGED IS IN OUR DNA
Serial Number:	87336741	STRYDE
Serial Number:	87336747	STRYDE 360
Serial Number:	87336759	STRYDE XL
Serial Number:	87820475	TEAM MODE
Registration Number:	5509804	VALE

CORRESPONDENCE DATA

Fax Number:

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.

Email: ipmail@djplaw.com
Correspondent Name: DURHAM JONES & PINEGAR
Address Line 1: 111 S Main, Suite 2400
Address Line 4: Salt Lake City, UTAH 84111

NAME OF SUBMITTER:	Sarah W. Matthews
SIGNATURE:	/Sarah W. Matthews/
DATE SIGNED:	07/30/2018

Total Attachments: 9
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page1.tif
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page2.tif
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page3.tif
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page4.tif
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page5.tif
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page6.tif
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page7.tif
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page8.tif
source=Trademark Assignment (Braven LC) (Project Beta) - FULLY EXECUTED and compiled#page9.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), is entered into as of this 20th day of July, 2018, by and among BRAVEN LC, a Utah limited liability company ("Assignor"), and ZAGG AMPLIFIED, INC., a Delaware corporation ("Assignee"). Each of the parties to this Assignment is sometimes referred to individually in this Assignment as a "Party," and all of the parties to this Assignment are sometimes collectively referred to in this Assignment as the "Parties."

The Assignor and Assignee have entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement").

Pursuant to the Purchase Agreement, the Assignor has agreed to execute this Assignment and assign to the Assignee all of Assignor's right, title and interest in and to the trademark registrations set forth on the attached Schedule 1 and all issuances, extensions, and renewals thereof (collectively, the "Trademarks"), and the Assignee has agreed to acquire all right, title and interest in and to the Trademarks.

In consideration of the mutual promises herein contained and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Definitions. Capitalized terms used in this Assignment but not defined in this Assignment have the meaning ascribed to them in the Purchase Agreement.

2. Assignment. Under the terms set forth in the Purchase Agreement, Assignor hereby sells, assigns, transfers, assigns and delivers to the Assignee, all of the Assignor's worldwide rights, title and interest and benefit in and to, as of the Closing Date, all the Trademarks, together with the right to all present and future income, royalties, fees, damages, payments and other proceeds due now or hereafter due or payable with respect to the foregoing and all rights of action, both at law and in equity with respect thereto, including all rights to sue, settle any claims, and collect all damages for any present or future infringement, dilution, misuse, breach or misappropriation of the Trademarks, including the goodwill of the businesses connected to the use of any of the Trademarks, the same to be held and enjoyed by the Assignee, its successors and assigns forever, as fully and entirely as the same could have been held and enjoyed by the Assignor if this Assignment had not been made and the Assignee does hereby accept such sale, assignment, transfer, grant, conveyance and set over.

3. Recordation. The Assignor hereby authorizes and requests the Commissioner for Trademarks in the United States Patent and Trademark Office, or any foreign equivalent thereto, and any other Governmental Body to record the Assignee as owner of the Trademarks, and of the entire title and interest in, to and under the same, for the use and enjoyment of the Assignee, its successors, assigns and other legal representatives. Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect,

evidence, or perfect the assignment of the Trademarks to Assignee, or any assignee or successor thereto.

4. Terms of the Purchase Agreement. The Parties acknowledge and agree that this Assignment is entered into pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.

5. Cooperation. Assignor agrees that it will communicate to the Assignee, its successors, legal representatives and assigns, any material facts (including information relating to use or non-use, enforceability, or infringement of the Trademarks) known to the Assignor with respect to the Trademarks, and, at Assignee's cost, it will, as reasonably requested by Assignee, testify in any legal proceeding, sign all lawful papers, execute all applications (including, but not limited to, powers of attorney, specific assignments, transfers and assurances), make all rightful oaths and use commercially reasonable efforts at the reasonable request of the Assignee to aid the Assignee, its successors, legal representatives and assigns in obtaining and enforcing protection for the Trademarks and in enjoying the full benefits thereof. Assignor hereby constitutes and appoints the Assignee the true and lawful attorney of Assignor to act as Assignor's attorney-in-fact solely for the purpose of executing any reasonable and lawful documents required to be executed by Assignor which execution has not been completed within five (5) Business Days after request therefor by Assignee.

6. Successors and Assigns. This Assignment shall be binding upon and inure to the benefit of the Parties and their respective successors and assigns.

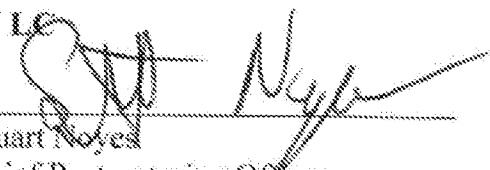
7. Counterparts. This Assignment may be executed in multiple counterparts (including by means of telecopied signature pages or electronic transmission in portable document format (pdf)), each of which shall be deemed an original but all of which together will constitute one and the same instrument.

[Signature pages follow]

IN WITNESS WHEREOF, the Assignor and the Assignee have executed this Assignment as of the day and year first above written.

ASSIGNOR:


BRAVEN LC

By: 
Name: Stuart Hayes
Title: Chief Restructuring Officer

State of California

County of Orange

Before me, Matt Davis, on this day personally appeared Stuart Hayes, the Chief Restructuring Officer of BRAVEN LC, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and who acknowledged to me that he executed the same for the purposes and consideration therein expressed.



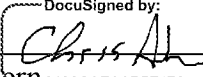
IN WITNESS WHEREOF, the Assignor and the Assignee have executed this Assignment as of the day and year first above written.

ASSIGNEE:

ZAGG AMPLIFIED, INC.

By: _____
Name: Chris Ahern
Title: President

DocuSigned by:
6422CAEAAB5F478...



SCHEDULE 1

Trademarks



Incipio (32650)
BRAVEN Trademark Report
July 17, 2018

Trademark	Country	Class	Status	App. Reg. No.	Filed	Reg. Date
360 COMMAND	United States of America	9	Pending	88,007,879	6/20/2018	--
360GO	United States of America	9	Published	87/905,727	5/3/2018	--
BRAVA ADAPT	United States of America	9	Allowed	87/284,733	12/29/2016	--
BRAVA ONE	United States of America	9	Allowed	87/284,723	12/29/2016	--
BRAVEN	India	9	Pending	3002876	1/15/2015	--
BRAVEN	Thailand	9	Pending	862391	9/14/2012	--
BRAVEN	Israel	9	Published	1243593	1/15/2015	--
BRAVEN	Indonesia	6	Published	D002015059318	12/21/2015	--
BRAVEN	United States of America	9	Published	87/832,524	3/13/2018	--
BRAVEN	Antigua and Barbuda	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Albania	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Armenia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Azerbaijan	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Bosnia and Herzegovina	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Bahrain	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Bonaire, St. Eustatius and Saba	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Bhutan	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Botswana	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Belarus	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Switzerland	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Colombia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Cuba	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Curacao	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Cyprus	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Czech Republic	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Egypt	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Ghana	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Croatia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Iran (Islamic Republic of)	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Iceland	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Kenya	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Kyrgyzstan	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Korea, Republic of	9	Registered	1243593	1/15/2015	1/15/2015



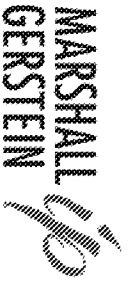
Inciplio (32650)
BRAVEN Trademark Report
July 17, 2018

Trademark	Country	Class	Status	App. Reg. No.	Filed	Reg. Date
BRAVEN	Kazakhstan	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Liechtenstein	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Liberia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Lesotho	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Monaco	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Moldova, Republic of	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Republic of Montenegro	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Madagascar	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Macedonia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Mongolia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Mozambique	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Namibia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Norway	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Oman	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Republic of Serbia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Russian Federation	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Rwanda	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Sudan	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Sierra Leone	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	San Marino	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Sao Tome and Principe	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Sint Maarten	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Swaziland	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Tajikistan	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Turkmenistan	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Tunisia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Turkey	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Ukraine	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Uzbekistan	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Vietnam	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	World Intellectual Property Organization (WIPO)	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	Zambia	9	Registered	1243593	1/15/2015	1/15/2015
BRAVEN	European Community	9	Registered	11139243	8/24/2012	1/2/2013
BRAVEN	China	9	Registered	11418345	8/29/2012	1/28/2014



Incipio (32650)
BRAVEN Trademark Report
July 17, 2018

Trademark	Country	Class	Status	App. Reg. No.	Filed	Reg. Date
BRAVEN	Republic of Singapore	9	Registered	T1212506A	8/24/2012	1/9/2013
BRAVEN	Korea, Republic of	9	Registered	40-0998644-0000	8/29/2012	10/2/2013
BRAVEN	United States of America	9	Registered	5,078,575	1/12/2015	11/8/2016
BRAVEN	Philippines	9	Registered	4/2012/00010350	8/24/2012	2/8/2013
BRAVEN	New Zealand	9	Registered	964412	8/28/2012	3/1/2013
BRAVEN	Australia	9	Registered	1510460	8/24/2012	3/14/2013
BRAVEN	Japan	9	Registered	5566522	8/24/2012	3/15/2013
BRAVEN	United States of America	9	Registered	4,336,017	2/23/2012	5/14/2013
BRAVEN	Canada	N/A	Registered	TMA880245	8/23/2012	6/17/2014
BRAVEN	Taiwan, Republic of China	9	Registered	1586104	8/24/2012	7/1/2013
BRAVEN	United Kingdom	9	Registered	UK00002617328	4/12/2012	8/17/2012
BRAVEN	Brazil	9	Registered	905302206	9/17/2012	8/2/2016
BRAVEN	Hong Kong, China	9	Registered	302358045	8/28/2012	8/26/2013
BRAVEN	Morocco	9	Registered	146833	8/28/2012	8/28/2012
BRAVEN	Argentina	9	Registered	2831709	11/18/2015	9/2/2016
BRAVEN	Malaysia	9	Registered	2012014698	8/30/2012	9/21/2013
BRAVEN	Mexico	9	Registered	1395545	8/27/2012	9/6/2013
BRAVEN VALE	United States of America	9	Registered	5,509,805	6/30/2017	7/3/2018
BRAVEN VILLA	United States of America	9	Allowed	87/428,646	4/27/2017	--
FIELD TESTED, USER APPROVED	United States of America	9	Pending	87/699,965	11/28/2017	--
FLYE SPORT	United States of America	9	Allowed	87/270,740	12/15/2016	--
FLYE SPORT COMMAND	United States of America	9	Published	87/818,577	3/2/2018	--
FLYE SPORT GLO	United States of America	9	Allowed	87/270,741	12/15/2016	--
FLYE SPORT POWER	United States of America	9	Allowed	87/270,746	12/15/2016	--
FLYE SPORT REFLECT	United States of America	9	Allowed	87/270,748	12/15/2016	--
NOW YOU'RE READY	United States of America	9	Allowed	87/284,751	12/29/2016	--
READY ELITE	United States of America	9	Allowed	87/284,742	12/29/2016	--



Inicio (32650)
 BRAVEN Trademark Report
 July 17, 2018

Trademark	Country	Class	Status	App. Reg. No.	Filed	Reg. Date
READY PRIME	United States of America	9	Allowed	87/284,735	12/29/2016	--
READY PRO	United States of America	9	Allowed	87/284,744	12/29/2016	--
READY SOLO	United States of America	9	Allowed	87/284,748	12/29/2016	--
RUGGED IS IN OUR DNA	United States of America	9	Allowed	86/874,512	1/13/2016	--
STRYDE	United States of America	9	Allowed	87/336,741	2/15/2017	--
STRYDE 360	United States of America	9	Allowed	87/336,747	2/15/2017	--
STRYDE XL	United States of America	9	Allowed	87/336,759	2/15/2017	--
TEAM MODE	United States of America	9	Pending	87/820,475	3/5/2018	--
VALE	United States of America	9	Registered	5,509,804	6/30/2017	7/3/2018