

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496312

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/26/1999		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Promotional Events, Inc. - East	FORMERLY American Promotional Events of Alabama, Inc.	10/31/2018	Corporation: ALABAMA
RECEIVING PARTY DATA			
Name:	American Promotional Events, Inc.		
Street Address:	4511 Helton Drive		
City:	Florence		
State/Country:	ALABAMA		
Postal Code:	35630		
Entity Type:	Corporation: ALABAMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0854973	MERCURY	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3144801500		
Email:	jenny.birmingham@huschblackwell.com		
Correspondent Name:	Alan S. Nemes		
Address Line 1:	Husch Blackwell LLP		
Address Line 2:	190 Carondelet Plaza, Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	712932.55635		
NAME OF SUBMITTER:	Alan S. Nemes		
SIGNATURE:	/Alan S. Nemes/		
DATE SIGNED:	11/01/2018		
Total Attachments: 3			
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NUNC PRO TUNC TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into effective nunc pro tunc as of February 26, 1999 by and between American Promotional Events, Inc. - East, formerly known as American Promotional Events of Alabama, Inc. (an Alabama Corporation) ("Assignor") and American Promotional Events, Inc. (an Alabama Corporation) ("Assignee").

WHEREAS, Assignor's predecessor in interest and affiliated company, China Pyrotechnics, Inc. Corporation, assigned its rights in the trademark registration(s) identified in Exhibit A, incorporated herein by reference (the "Trademark") and all goodwill associated therewith, to Assignor on January 1, 1995, under Assignor's then name, "American Promotional Events, Inc." (an Alabama corporation) ("Alabama I");

WHEREAS, Assignor (Alabama I) changed its name from "American Promotional Events, Inc." (an Alabama corporation) to "American Promotional Events of Alabama, Inc." (an Alabama corporation) as of December 31, 1998;

WHEREAS, Assignor (Alabama I) was known as "American Promotional Events of Alabama, Inc." (an Alabama corporation) from December 31, 1998 until March 26, 2002, at which time it changed its name to "American Promotional Events, Inc.-East" (an Alabama corporation);

WHEREAS, Assignor (Alabama I) changed its name from "American Promotional Events of Alabama, Inc." (an Alabama corporation) to "American Promotional Events, Inc. - East" (an Alabama corporation) as of March 26, 2002;

WHEREAS, Assignor's affiliated company, American Promotional Events, Inc. (an Alabama corporation) was also previously also known as American Promotional Events of Alabama, Inc. (an Alabama corporation) ("Alabama II") from September 24, 1997 until October 5, 1998, and ultimately changed its name to "American Promotional Events, Inc." (an Alabama corporation) as of February 26, 1999; and

WHEREAS, Assignor and all of said affiliated companies intended that American Promotional Events, Inc., (Alabama II) be the owner of the Trademark and goodwill associated therewith; and

WHEREAS, Assignor ("Alabama I") desires to transfer nunc pro tunc its right, title and interest in and to the Trademark, together with the goodwill associated therewith to Assignee ("Alabama II").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns nunc pro tunc as of February 26, 1999, to Assignee its right, title and interest in and to the Trademark, together with the goodwill associated therewith, including all registrations and applications thereto, as well as all renewals and extensions of registrations thereof, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Trademark, with the right to sue for damages and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, the undersigned, being duly authorized, have caused this Assignment to be executed on the 31 day of October, 2018, nunc pro tunc as of February 26, 1999.

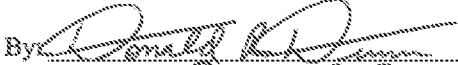
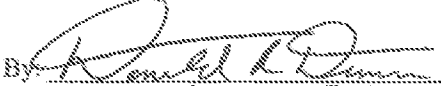
ASSIGNOR (Alabama I): American Promotional Events, Inc. – East (an Alabama corporation), formerly known as American Promotional Events of Alabama, Inc.	ASSIGNEE (Alabama II): American Promotional Events, Inc. (an Alabama corporation)
By:  Printed Name: <u>Donald R. Dunn</u> Title: <u>VP Finance</u>	By:  Printed Name: <u>Donald R. Dunn</u> Title: <u>VP Finance</u>

EXHIBIT A

Mark	Registration Number	Registration Date
MERCURY	854,973	August 20, 1968