

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM496516

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
S2 Yachts, Inc.		10/11/2018	Corporation: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PB Holdco, LLC		
<b>Street Address:</b>	5075 Kimberly Way		
<b>City:</b>	Loudon		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37774		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1368839	PURSUIT	
<b>Registration Number:</b>	1977919	DENALI	
<b>Registration Number:</b>	2339622	PURSUIT	
<b>Registration Number:</b>	2842710	P	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8659786493		
<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>			
<b>Phone:</b>	865-978-6480		
<b>Email:</b>	docketing@robinsoniplaw.com		
<b>Correspondent Name:</b>	Robinson IP Law, PLLC		
<b>Address Line 1:</b>	9724 Kingston Pike, Suite 1102		
<b>Address Line 4:</b>	Knoxville, TENNESSEE 37922		
<b>NAME OF SUBMITTER:</b>	Matthew M. Googe		
<b>SIGNATURE:</b>	/MattGooge/		
<b>DATE SIGNED:</b>	11/02/2018		
<b>Total Attachments: 3</b>			
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**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (this "Assignment") is made as of October 15, 2018.

WHEREAS, S2 Yachts, Inc., having an office at 725 E. 40th St., Holland, Michigan 49423 (the "Assignor"), has adopted and used and is using the trademarks and service marks (the "Marks") identified on Schedule 1, and is the owner of the registrations of and pending registration applications for such intellectual property in the United States Patent and Trademark Office identified on Schedule 1; and

WHEREAS, PB Holdco, LLC, having an office at 5075 Kimberly Way, Loudon, Tennessee 37774 (the "Assignee") desires to acquire the Marks and the registrations thereof and registration applications therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto Assignee all right, title and interest in, to and under the Marks, forever and throughout the universe, together with (a) the registrations of and registration applications for the Marks, (b) the goodwill of the business symbolized by and associated with the Marks and the registrations thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill.

Assignor and Assignee shall execute and deliver, or cause to be executed and delivered, from time to time hereafter, upon request, all such further documents and instruments and shall do and perform all such acts as may be reasonably necessary or reasonably desirable to give full effect to the intent of this Assignment and to properly vest title to the transferred assets in Assignee, its successors, assigns or nominees.

Assignor authorizes and requests the Commissioner of Patents and Trademarks to recognize this Assignment to Assignee, and Assignor hereby consents that a copy of this Assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said Assignee to claim the aforesaid benefit of the right of priority provided by any international convention or treaty.

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**Schedule 1 to Trademark Assignment**

<b>Recorded Owner</b>	<b>Trademark</b>	<b>Country</b>	<b>App. No.</b>	<b>Filing Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
S2 Yachts Incorporated	PURSUIT	BENELUX	712972	3/15/1988	442282	11/7/1988
S2 Yachts Incorporated	PURSUIT	FRANCE	914047	3/17/1988	1454870	3/17/1988
S2 Yachts Incorporated	PURSUIT	GERMANY	S4634612	3/14/1988	1131295	11/30/1988
S2 Yachts, Inc.	PURSUIT	ITALY	MI/2008/003526	3/26/08	1313764	7/5/2010
S2 Yachts Incorporated	PURSUIT	SWITZERLAND	1762/1988	3/11/1988	2P361736	7/16/1988
S2 Yachts, Inc.	PURSUIT	AUSTRALIA	1036997	1/11/2005	1036997	12/19/2005
S2 Yachts, Inc.	PURSUIT	BRAZIL	826984061	12/7/2004	826984061	10/30/2007
S2 Yachts Incorporated	PURSUIT	CANADA	634124	6/12/1989	TMA375171	11/2/1990
S2 S2 Yachts, Inc.	PURSUIT	CHINA	4404314	12/8/2004	4404314	7/21/2007
S2 Yachts, Inc.	PURSUIT	COLOMBIA	4127326	12/21/2004	304532	7/22/2005
S2 Yachts, Inc.	PURSUIT	EUROPEAN UNION (EUTM & RCD)	004203063	12/13/2004	004203063	2/10/2006
S2 Yachts	PURSUIT	COSTA RICA	20040009294	12/16/2004	154068	9/23/2005
S2 Yachts, Inc.	PURSUIT	HONG KONG	300333693	12/8/2004	300333693	4/13/2005
S2 Yachts, Inc.	PURSUIT	JAPAN	S54088323	11/22/1979	15711222	3/28/1983
S2 Yachts, Inc.	PURSUIT	MALAYSIA	200419694	12/15/2004	04019694	10/20/2008
S 2 Yachst	PURSUIT	MEXICO	127705	11/26/1991	426866	12/1/1992
S2 Yachts, Inc.	PURSUIT	NEW ZEALAND	722888	12/15/2004	722888	11/10/2005
S2 Yachts, Inc.	PURSUIT	PANAMA	139567	12/20/2004	139567	12/20/2004
S2 Yachts, Inc.	PURSUIT	SOUTH KOREA	40200455109	12/6/2004	4006383480000	11/9/2005
S2 Yachts	PURSUIT	RUSSIA	2004728716	12/10/2004	301798	2/27/2006
S2 Yachts, Inc.	PURSUIT	SINGAPORE	T0421039Z	12/2/2004	T0421039Z	5/30/2005
S2 Yachts, Inc.	PURSUIT	TAIWAN	093057106	12/7/2004	01166461	8/1/2005
๓๓๓๓ ๓๓๓๓, ๓๓๓๓	PURSUIT	THAILAND	577737	12/30/2004	KOR233583	1/16/2006
S2 Yachts, Inc.	PURSUIT	TURKEY	201048120	7/21/2010	201048120	11/2/2011
S2 Yachts, Inc.	PURSUIT	URUGUAY	358803	12/6/2004	358803	8/26/2005
S2 Yachts, Inc.	PURSUIT	URUGUAY	466232	7/8/15	466232	8/26/15
S2 Yachts, Inc.	PURSUIT	PHILIPPINES	4201400013163	10/22/2014	13163	3/5/2015
S2 Yachts, Inc.	PURSUIT	UNITED STATES	73/493,019	8/2/1984	1,368,839	11/5/1985
S2Yachts, Inc.	DENALI	UNITED STATES	74/626,202	1/27/1995	1,977,919	6/4/1996
S2 Yachts Inc. DBA Tiara Yachts	PURSUIT	UNITED STATES	75/387,725	11/10/1997	2,339,622	4/11/2000
S2Yachts, Inc.	P & Design	UNITED STATES	76/521,881	6/12/2003	2,842,710	5/18/2004

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