

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM492604

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.	10/03/2018	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:	2200106	BACK YARD SHOW	
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:	712932.421		
NAME OF SUBMITTER:	Alan S. Nemes		
SIGNATURE:	/Alan S. Nemes/		
DATE SIGNED:	10/03/2018		
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 was previously known as American Promotional Events, Inc. (an Alabama corporation) from December 29, 1994 until December 31, 1998, at which time it changed its name to American Promotional Events of Alabama, Inc. (an Alabama corporation) ("Alabama I"); and

WHEREAS, Assignor's affiliated company, American Promotional Events, Inc. (an Alabama corporation) was also previously known as American Promotional Events of Alabama, Inc. (an Alabama corporation) 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 ("Alabama II"); and

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; and

WHEREAS, Assignor and all of said affiliated companies intended that American Promotional Events, Inc., ("Alabama II") be the owner of trademark registration identified in Exhibit A, incorporated herein by reference (the "Trademark") and all goodwill associated therewith;

WHEREAS, Assignor is the owner of the Trademark together with the goodwill of the business in connection with which the Trademark is used; and

WHEREAS, Assignor desires to transfer its right, title and interest in and to the Trademark, together with the goodwill associated therewith,

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 therefor, 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 this 3rd day of October, 2018, nunc pro tunc as of February 26, 1999.

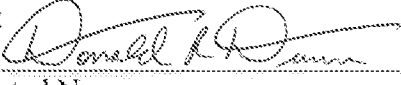
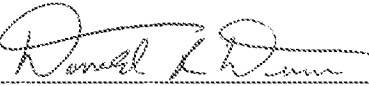
<p>ASSIGNOR: American Promotional Events, Inc. -- East (an Alabama corporation), formerly known as American Promotional Events of Alabama, Inc.</p> <p>By: </p> <p>Printed Name: <u>Donald R. Dunn</u></p> <p>Title: <u>Vice President - Finance</u></p>	<p>ASSIGNEE: American Promotional Events, Inc. (an Alabama corporation)</p> <p>By: </p> <p>Printed Name: <u>Donald R. Dunn</u></p> <p>Title: <u>Vice President - Finance</u></p>
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EXHIBIT A

Mark	Registration Number	Registration Date
BACK YARD SHOW	2,200,106	October 27, 1998