

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM501112

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LIT Coolers, LLC		12/06/2018	Limited Liability Company: ALABAMA
RECEIVING PARTY DATA			
Name:	FUUSE, LLC		
Street Address:	5170 Sanderlin, Suite 207		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38117		
Entity Type:	Limited Liability Company: MISSISSIPPI		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4833782	LIT COOLERS	
Registration Number:	5196855	LIT	
Serial Number:	87765534	LIT PRODUCTS	
CORRESPONDENCE DATA			
Fax Number:	7048471301		
<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:	704-847-1300		
Email:	sa@ashleypatentlaw.com		
Correspondent Name:	Stephen S. Ashley, Jr.		
Address Line 1:	10800 Sikes Place, Ste. 100		
Address Line 4:	Charlotte, NORTH CAROLINA 28277		
NAME OF SUBMITTER:	Stephen S. Ashley, Jr.		
SIGNATURE:	/Stephen Ashley/		
DATE SIGNED:	12/07/2018		
Total Attachments: 4			
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OP \$90.00 4833782

TRADEMARK ASSIGNMENT

WHEREAS, **LIT Coolers, LLC**, a limited liability company organized and existing under the laws of the State of Alabama and having a principal address at 919 Church Street, Decatur, Alabama 35601 (hereinafter "ASSIGNOR"), is the owner of all rights, title and interest in the U.S. trademark registrations and application listed in Exhibit A on page 4 of this Assignment and the marks that are the subject of said trademark registrations and application (hereinafter "the MARKS"); and

WHEREAS, ASSIGNOR has executed an asset purchase agreement with **FUSE, LLC**, a limited liability company organized and existing under the laws of the State of Mississippi, and having a principal address at 5170 Sanderlin, Suite 207, Memphis, Tennessee 38117 (hereinafter "ASSIGNEE").

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR assigns, sells, conveys and transfers unto ASSIGNEE, its successors and assigns, all of ASSIGNOR's rights, title and interest in and to the MARKS in all countries throughout the world, together with the goodwill associated with the MARKS, including ASSIGNOR's entire business or portion thereof to which the MARKS pertain, and the trademark registrations and application listed in Exhibit A on page 4 of this Assignment.

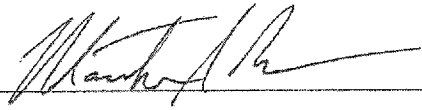
ASSIGNEE, and its successors, assigns and/or other legal representatives, shall enjoy all rights, title and interest to the MARKS. No assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.

SIGNATURES FOLLOW ON PAGES 2 AND 3

Trademark Assignment from LIT Coolers, LLC to FUSE, LLC Page 1 of 4

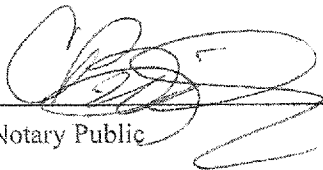
TRADEMARK
REEL: 006496 FRAME: 0489

LIT COOLERS, LLC (ASSIGNOR):

By:  12-6-2018
Matthew S. Brown, Vice-President Date
LIT Coolers, LLC

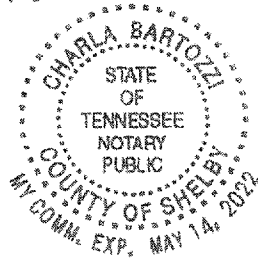
STATE OF Tennessee
COUNTY OF Shelby

BE IT KNOWN, that on this 6th day of December, 2018, before me personally came **Matthew S. Brown** known to me to be the person mentioned in and who executed the foregoing Assignment, and he acknowledged to me that he executed the same on behalf of LIT Coolers, LLC as his free act and deed for the use and purposes therein mentioned.


Notary Public

My commission expires
5/14/2022

SEAL



ACCEPTED BY FUSE, LLC (ASSIGNEE):



William B. Benton, Jr.
Chief Executive Officer/President
FUSE, LLC

11-20-18

Date

EXHIBIT A

U.S. Trademark Registration No. 4,833,782 for **LIT COOLERS** (plus design).

U.S. Trademark Registration No. 5,196,855 for **LiT** (plus design).

U.S. Trademark Application Serial No. 87765534 for **LiT PRODUCTS** (plus design).