

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM501985

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fairway Import-Export, Inc.		12/12/2018	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Guido Rietdyk		
Street Address:	2130 E. Gladwick Street		
City:	Rancho Dominguez		
State/Country:	CALIFORNIA		
Postal Code:	90220		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	3608619	EVS	
Registration Number:	2096932	EVS	
Registration Number:	3215897	EVS	
Registration Number:	1945545	EVS	
Registration Number:	3352191	LIFT	
Registration Number:	3042245	LIFT	
Registration Number:	4098364	LIFT	
Registration Number:	3205569	LIFT	
Registration Number:	3245332	LIFT	
Registration Number:	5196249	LIFT AVIATION	
Registration Number:	5486282	DAX	
Registration Number:	5097395	GUARDMOR	
Serial Number:	86666742	GUARDMOR	
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:	310-726-0892		
Email:	bob@lauson.com		

OP \$340.00 3608619

Correspondent Name: Robert Lauson
Address Line 1: 880 Apollo Street, Suite 301
Address Line 4: El Segundo, CALIFORNIA 90278

NAME OF SUBMITTER: Robert Lauson

SIGNATURE: /robert lauson/

DATE SIGNED: 12/13/2018

Total Attachments: 1

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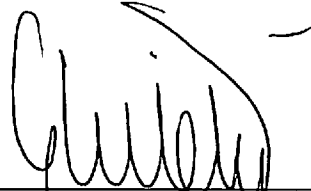
ASSIGNMENT OF TRADEMARKS

Whereas Fairway Import-Export, Inc, a California corporation (“Assignor”), is the owner of certain U.S. trademarks, pending trademark application and common law rights and associated goodwill, including U.S. Registration Nos.: 3,608,619 EVS (IC 35); 2,096,932 EVS (IC 28); 3,215,897 EVS (IC 9, 25); 1,945,545 EVS (IC 10); 3,352,191 LIFT (IC 25, 26); 3,042,245 LIFT (IC 8, 9, 10); 4,098,364 LIFT (IC 18); 3,205,569 LIFT (IC 35); 3,245,332 LIFT (IC 25); 5,196,249 LIFT AVIATION; 5,486,282 DAX; 5,097,395 GUARDMOR (IC 9, 25, 35); and U.S. Application No. 86/666,742 GUARDMOR (IC 8, 10, 18).

Whereas Guido Rietdyk, an individual, of Rancho Dominguez, CA 90220 (“Assignee”), is desirous of acquiring the entire right, title and interest in the Trademarks and the associated goodwill, as well as the registrations and application.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is expressly acknowledged, Assignor does hereby sell, assign and transfer unto Assignee the full and exclusive rights to the trademarks and the associated goodwill, the registrations, the entire rights, title and interest in and to the same, for his sole use and behoof, and for the use and behoof of his legal representatives, to the full end of the term for which said rights may be granted, as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made.

Date: December 12, 2018



Guido Rietdyk, President
Fairway Import-Export, Inc.