

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM506075

<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>
American Promotional Products Company	FORMERLY American Paint Paddle Company	11/09/2018	Corporation: SOUTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Promotional, LLC		
<b>Doing Business As:</b>	American Promotional Products		
<b>Street Address:</b>	7240 Cross Park Drive		
<b>City:</b>	North Charleston		
<b>State/Country:</b>	SOUTH CAROLINA		
<b>Postal Code:</b>	29418		
<b>Entity Type:</b>	Limited Liability Company: SOUTH CAROLINA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76418030	AMERICAN PROMOTIONAL PRODUCTS	
<b>Serial Number:</b>	76415535	APP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	(843) 641-7786		
<b>Email:</b>	trey@finchpaolino.com		
<b>Correspondent Name:</b>	Lawrence G. Jameson, III		
<b>Address Line 1:</b>	91 Rutledge Ave		
<b>Address Line 4:</b>	Charleston, SOUTH CAROLINA 29401		
<b>NAME OF SUBMITTER:</b>	Lawrence G. Jameson, III		
<b>SIGNATURE:</b>	/Lawrence G. Jameson, III/		
<b>DATE SIGNED:</b>	01/16/2019		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** made this 9<sup>th</sup> day of November, 2018, by and between American Promotional Products Company, a South Carolina corporation formerly known as American Paint Paddle Company (“Assignor”), and American Promotional, LLC, a South Carolina limited liability company (“Assignee”).

**WHEREAS**, Assignor is the owner of record of the following United States Trademark and Patent Office Registrations (hereinafter “Marks and Registrations”):

**MARK: AMERICAN PROMOTIONAL PRODUCTS**  
**SERIAL NUMBER 76418030**  
**REGISTRATION NUMBER 2714755**  
**REGISTRATION DATE MAY 6, 2003**  
**REGISTER SUPPLEMENTAL**

**MARK: DESIGN MARK FOR APP INCLUDING WORD MARK APP**  
**SERIAL NUMBER 76415535**  
**REGISTRATION NUMBER 2706849**  
**REGISTRATION DATE APRIL 15, 2003**  
**REGISTER PRINCIPAL**

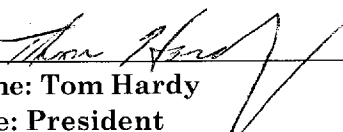
**WHEREAS**, in accordance with a certain Asset Purchase Agreement dated November 2, 2018 between Assignor and Assignee, Assignor is desirous of assigning to Assignee the Marks and Registrations and Assignee is desirous of acquiring all rights in and to the Marks and Registrations, including any and all common law rights in and to the Marks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest throughout the world in and to the Marks and Registrations, together with all of the goodwill of the business symbolized by said Marks and Registrations, and with the right to recover damages and profits and all other remedies for all past and future infringements thereof.

Signed this 9<sup>th</sup> day of November, 2018

**ASSIGNOR:**

**AMERICAN PROMOTIONAL  
PRODUCTS COMPANY**

By:   
Name: Tom Hardy  
Title: President