

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM506342

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Boulevard Group, LLC		01/09/2019	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Bearback, LLC		
Street Address:	12850 Highway 9		
Internal Address:	Suite 600, Box 322		
City:	Alpharetta		
State/Country:	GEORGIA		
Postal Code:	30004		
Entity Type:	Limited Liability Company: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88033112	BEARBACK	
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:	(256)425-3406		
Email:	ann@denneniqlaw.com		
Correspondent Name:	DENNEN IP LAW, LLC		
Address Line 1:	P.O. Box 14340		
Address Line 4:	Huntsville, ALABAMA 35815		
NAME OF SUBMITTER:	Ann I. Dennen		
SIGNATURE:	/Ann I Dennen/		
DATE SIGNED:	01/17/2019		
Total Attachments: 2			
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OP \$40.00 88033112

TRADEMARK ASSIGNMENT

WHEREAS, **THE BOULEVARD GROUP, I.L.C.**, a Florida Limited Liability Company having an office located at 1250 Faircrest Crossing Drive, Alpharetta, GA 30004 ("ASSIGNOR"), is the owner of the trademark application listed below:

U.S. Trademark Application No. 88033112 for the mark, Bearback Logo:



together with all rights in the mark represented by such application, including, without limitation, all common law trademark rights and all goodwill in the business associated therewith (hereinafter the "Mark"); and

WHEREAS, **BEARBACK, LLC**, a Georgia Limited Liability Company having an office located at 12850 Highway 9, Suite 600, Box 322, Alpharetta, Georgia 30004 ("ASSIGNEE") desires to acquire the entire right, title and interest in and to the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over to ASSIGNEE, for its own use and enjoyment and for the use and enjoyment of its successors and assigns, ASSIGNOR's entire right, title and interest in the Mark, including all goodwill in the business associated therewith, the same to be held by said ASSIGNEE as fully and entirely as the same could have been held and enjoyed by the ASSIGNOR if this assignment had not been made, this including the assignment of the right to take action and recover in respect of any infringement of the rights of the ASSIGNOR that took place prior to the date of this assignment and the right to oppose any application to register a mark which may be confusingly similar to the Mark.

The Commissioner of Patents and Trademarks is requested to make the proper notation of the foregoing assignment on the trademark records maintained by the United States Patent and Trademark Office.

IN WITNESS WHEREOF, Assignor hereby executes this Assignment effective as of the 9th day of January 2019

THE BOULEVARD GROUP LLC

By Signature: [Signature] Date: 1-9-19

Printed Name: James Duvall

COUNTY OF Forsyth

STATE OF Ga

BEFORE ME, the undersigned authority, on this 9th day of January, 2019 personally appeared James Duvall who acknowledged to me that he executed the foregoing instrument of his own free will for the purposes and consideration therein expressed.



[Signature]
Notary Public

My commission expires on: Sept 9th 2022