

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM500952

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shure Incorporated		12/04/2018	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Shure Acquisition Holdings, Inc.		
Street Address:	5800 West Touhy Avenue		
City:	Niles		
State/Country:	ILLINOIS		
Postal Code:	60714		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1540260	BETA58	
Registration Number:	2103435	BETA 52	
Registration Number:	2103434	BETA 56	
Registration Number:	2103433	BETA 57A	
Registration Number:	2108967	BETA 58A	
Registration Number:	4342496	BETA	
CORRESPONDENCE DATA			
Fax Number:	3124635001		
<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:	312-463-5000		
Email:	bwptotm@bannerwitcoff.com		
Correspondent Name:	Banner & Witcoff, Ltd.		
Address Line 1:	71 South Wacker Drive		
Address Line 2:	Suite 3600		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Katherine Laatsch Fink		
SIGNATURE:	/Katherine Laatsch Fink/		
DATE SIGNED:	12/06/2018		

CH \$165.00 1540260

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment dated as of December 4, 2018 (the "Effective Date"), is by and between Shure Incorporated, a corporation of Illinois, having a principal place of business at 5800 West Touhy Avenue, Niles, Illinois 60714 ("Assignor"), and Shure Acquisition Holdings, Inc., a corporation of Illinois, having a principal place of business at 5800 West Touhy Avenue, Niles, Illinois 60714 ("Assignee").

For good and valuable consideration, the receipt and sufficiency of which is acknowledged, the parties agree as follows:

1. Assignor is the owner of the following trademarks and United States trademark registrations (the "Marks") as shown below, together with the goodwill of the business relating to the Marks:

Mark	Country	Registration Date	Registration Number
BETA58	United States	May 23, 1989	1540260
BETA 52	United States	October 7, 1997	2103435
BETA 56	United States	October 7, 1997	2103434
BETA 57A	United States	October 7, 1997	2103433
BETA 58A	United States	October 7, 1997	2108967
BETA	United States	May 28, 2013	4342496

2. Assignee desires to acquire all right, title and interest in and to the Marks in the United States, including the goodwill of the business relating to the Marks.

3. Assignor conveys, transfers, assigns, delivers, and contributes to Assignee, its successors and assigns, all of Assignor's right, title, and interest of whatever kind in and to the Marks in the United States, including all common law rights and all rights in and to the Marks and registrations, together with (1) the goodwill of the business relating to the Marks; (2) all income, royalties, and damages due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past, present or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

4. Assignor agrees to execute any additional documents that may be required for effecting and recording this Assignment.

5. This Assignment shall be governed by and construed in accordance with the laws of the State of Illinois.

6. This Assignment may be executed in counterparts, all of which taken together shall constitute one agreement. For purposes of this Assignment, signatures delivered by facsimile or by

email in the portable document format (PDF) or any other electronic format shall be accepted and binding as original signatures.

7. This Assignment represents the complete and entire agreement between the Assignor and Assignee involving the Marks and may not be altered or modified except by written instrument, signed by both parties.

8. The provisions of this Assignment are severable and the invalidity or unenforceability of any provision shall not affect the validity or enforceability of the other provisions.

Assignor and Assignee have executed this Assignment as of the Effective Date.

SHURE INCORPORATED

By: Paul Applebaum

Name: Paul Applebaum

Title: Executive Vice President

SHURE ACQUISITION HOLDINGS, INC.

By: Paul Applebaum

Name: Paul Applebaum

Title: Executive Vice President