

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM515553

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JSJ Furniture Corporation		08/13/2018	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	Bay View Industries, Inc.		
Street Address:	7821 S 10th Street		
City:	Oak Creek		
State/Country:	WISCONSIN		
Postal Code:	53154		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3926322	DEWEY	
Serial Number:	87409069	ELI	
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>			
Email:	tmadmin@reinhardt.com		
Correspondent Name:	Daniel E. Kattman		
Address Line 1:	1000 N. Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Daniel E. Kattman		
SIGNATURE:	/dek/		
DATE SIGNED:	03/22/2019		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“Agreement”) is effective as of August 13, 2018 (the “Effective Date”) by and among JSJ Furniture Corporation, a Michigan corporation (“Assignor”) and Bay View Industries, Inc., a Wisconsin corporation (“Assignee”).

WHEREAS, the Assignor and the Assignee entered into an Asset Purchase Agreement on the date hereof (the “Purchase Agreement”), pursuant to which Assignor has agreed to sell, transfer, assign, convey and deliver to Assignee all of its rights, title and interests in, to and under the Assigned Marks as defined in Section 1.

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

1. Marks Assigned. Assignor owns, and agrees to, assign all right, title, and interest in the trademarks listed below (“Assigned Marks”):

- (a) DEWEY, U.S. Registration No. 3,926,322 for furniture in International Class 20;
- (b) ELI, U.S. Serial No. 87/409,069 for office furniture; adjustable-height tables and desks in International Class 20;
- (c) CLARA, a U.S. common law mark, for furniture;
- (d) PENNY, a U.S. common law mark, for furniture;
- (e) NEMO BAR, a U.S. common law mark, for furniture;
- (f) NEMO TRELIS, a U.S. common law mark, for furniture; and
- (g) AUDREY, a U.S. common law mark, for furniture.

2. Transfer. Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest, throughout the world, in and to the Assigned Marks and any application or registration therefor, together with all common law rights, the goodwill of the business symbolized by the Assigned Marks, any and all causes of action, either in law or in equity, and the right to enforce any rights and to file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of the Assigned Marks.

3. Acceptance. Assignee hereby accepts the assignment described herein and assumes all ownership, rights, liabilities and obligations in connection with such assignment.

4. Counterparts. This Agreement may be executed in one or more separate counterparts, each of which, when so executed shall, together, constitute and be one and the same instrument. Facsimile signatures shall be deemed to be originals.

5. Acknowledgment. Nothing in this Agreement, express or implied, is intended to or shall be construed to modify, expand, or limit in any way the terms and conditions of the Purchase

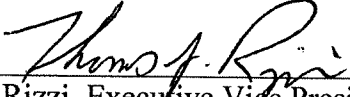
Agreement. In the event of a conflict between the terms and conditions of this Agreement and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall govern, supersede, and prevail.

[Signatures on Next Page]

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

ASSIGNOR:

JSJ FURNITURE CORPORATION



Tom Rizzi, Executive Vice President

ASSIGNEE:

BAY VIEW INDUSTRIES, INC.

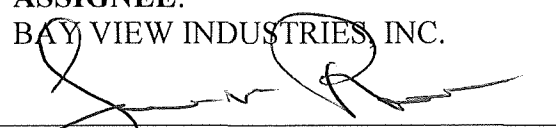
Eugene W. Plitt, President

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

ASSIGNOR:
JSJ FURNITURE CORPORATION

Tom Rizzi, Executive Vice President

ASSIGNEE:
BAY VIEW INDUSTRIES, INC.



Eugene W. Plitt, President

[Signature Page to Trademark Assignment Agreement]

RECORDED: 03/22/2019

TRADEMARK
REEL: 006598 FRAME: 0345