

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM521215

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bull Accessories, LLC d/b/a BullRing USA		02/21/2019	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Bestop BullRing, LLC		
Street Address:	333 Centennial Parkway		
Internal Address:	Suite B		
City:	Louisville		
State/Country:	COLORADO		
Postal Code:	80027		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4857850	BULL RING	
Registration Number:	5518406	BULLRING	
Serial Number:	88185380		
CORRESPONDENCE DATA			
Fax Number:	2483644285		
<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:	248-364-4300		
Email:	awharfield@warnpartners.com		
Correspondent Name:	Warn Partners P.C.		
Address Line 1:	691 North Squirrel Road		
Address Line 2:	Suite 140		
Address Line 4:	Auburn Hills, MICHIGAN 48326		
ATTORNEY DOCKET NUMBER:	BES-50051		
NAME OF SUBMITTER:	Philip R. Warn		
SIGNATURE:	/Philip R. Warn - Reg. No. 32775/		
DATE SIGNED:	04/29/2019		
Total Attachments: 5			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("**Assignment**"), effectively dated as of February 21 _____, 2019 ("**Effective Date**"), is entered into by and between Bull Accessories, LLC d/b/a BullRing USA, a Texas limited liability company ("**Assignor**") having its principal offices at 179 Enterprise Parkway, Boerne, Texas 78006, and Bestop BullRing, LLC, a Delaware limited liability company ("**Assignee**") having its principal offices at 333 Centennial Parkway, Suite B, Louisville, Colorado 80027. Capitalized terms used, but not otherwise defined herein shall have the meanings set forth in the Purchase Agreement (as defined below).

WHEREAS, Assignor is the owner of the trademark application/registrations listed on **Schedule A** attached hereto and made a part hereof, and any common-law rights and goodwill associated therewith (the "**Trademarks**"); and

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to accept such assignment of the Trademarks pursuant to the terms and conditions of this Assignment and that certain Asset Purchase Agreement between the parties and others dated as of even date herewith (the "**Purchase Agreement**").

NOW, THEREFORE, in consideration of the premises and covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee do hereby agree as follows:

1. Assignment of Trademark. Effective as of the Effective Date, or, if required by law, when a Trademark matures to registration, Assignor hereby assigns, transfers and conveys to Assignee, its successors, assigns, and legal representatives, in perpetuity and royalty-free, all of Assignor's worldwide right, title and interest in and to the Trademarks, including, without limitation, (i) the portion of Assignor's business to which the Trademarks pertain, together with the accompanying goodwill of the business symbolized by the Trademarks; (ii) all registrations and applications for registration of the Trademarks; (iii) all income, royalties, damages and payments now due or payable or which hereafter become due or payable in respect to the Trademarks, and (iv) Assignor's right to sue for damages and other remedies against past, present and future infringement of the Trademarks, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and/or other legal representatives. The Assignor hereby authorizes the necessary intellectual property, patent and trademark offices in the applicable territories to record the Assignee as the assignee of all right, title and interest in and to the Trademarks.

2. Further Assurances. Assignor agrees to execute all documents necessary to perfect such rights, title, and interest in and to the Trademarks with the Assignee, its successors, assigns, and legal representatives, and to perform any other acts and make such requested filings as are necessary to confirm and perfect the assignment of all right, title, and interest in and to the Trademarks from the Assignor to the Assignee.

3. Warranties. Assignor represents and warrants that Assignor is the exclusive owner of all right, title and interest in and to the Trademarks and it has the authority to enter into this

Assignment and make the assignment in Section 1 hereof; Assignor has not previously assigned, orally or in writing, to any third party any of Assignor's right, title, or interest in and to the Trademarks, including the right to use the Trademarks; there are no current or effective licenses, pledges, liens, security interests or other encumbrances of or relating to the Trademarks, other than those being released or terminated prior to or on the date hereof in connection with the closing of the transactions contemplated under the Purchase Agreement; and Assignor has obtained all third-party consents, assignments and licenses that are necessary for it to perform under this Assignment. Assignor also represents and warrants that to its Knowledge, the Trademarks do not violate or infringe upon any trademark, service mark, contract right or other intellectual property right of any other. Assignor further represents and warrants that Assignor has disclosed to Assignee all material information known to Assignor that is related to Assignor's right, title, and interest in and to the Trademarks. Assignor is not aware of any actual or alleged infringement by the Trademarks of any third party U.S. trademarks, or of any actual or alleged infringement by any third party U.S. trademarks upon the Trademarks.

4. Assignment Costs. Assignee shall be solely responsible for all costs and fees incurred in connection with recording this Assignment.

5. Governing Law. This Assignment shall be governed by and construed in accordance with the laws of the State of Colorado, without giving effect to any choice or conflict of law provision or rule (whether of the State of Colorado or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Colorado.

6. Successors and Assigns. This Assignment shall inure to the benefit of and be binding on the successors and assigns of both parties.

7. Counterparts. This Assignment may be executed in counterparts, all of which shall be considered one and the same agreement and shall become effective when one or more counterparts have been signed by each of the parties delivered to the other party, it being understood that all parties need not sign the same counterpart. A facsimile or PDF signature of this Assignment shall be valid and have the same force and effect as a manually signed original.

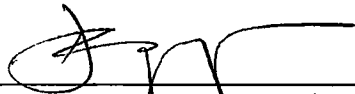
8. Entire Agreement. This Assignment, together with the Purchase Agreement, constitutes the complete and exclusive agreement between the parties concerning the subject matter hereof, and supersedes all prior written and oral agreements and understandings between the parties. Nothing contained in this Assignment shall be construed to enlarge, alter, change or amend any provision of the Purchase Agreement. To the extent there is a conflict between the terms and provisions of this Assignment and the terms and provisions of the Purchase Agreement, the terms and provisions of the Purchase Agreement shall govern.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment effective as of the Effective Date.

ASSIGNOR:

BULL ACCESSORIES, LLC D/B/A
BULLRING USA,
a Texas limited liability company

By:  _____

Print name: Daxi Edelman

Title: President

ASSIGNEE:

BESTOP BULLRING, LLC,
a Delaware limited liability company

By: _____

Print name: _____

Title: _____

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment effective as of the Effective Date.

ASSIGNOR:

BULL ACCESSORIES, LLC D/B/A
BULLRING USA,
a Texas limited liability company

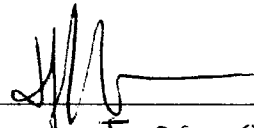
By: _____

Print name: _____

Title: _____

ASSIGNEE:


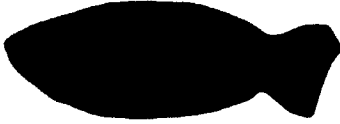
BESTOP BULLRING, LLC,
a Delaware limited liability company

By:  _____

Print name: Jeff Green

Title: VP

SCHEDULE A

Type	Mark	Application No. / Registration No.
Trademark	BULL RING	Reg. No. 4,857,850 (April 20, 1999)
Trademark		Reg. No. 5,518,406 (July 7, 2018)
Trademark		App. No. 88/185,380 (November 7, 2018)