

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526732

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HERC Rentals, Inc.		04/25/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	HERC BUILD, LLC		
Street Address:	27500 Riverview Center Blvd.		
City:	Bonita Springs		
State/Country:	FLORIDA		
Postal Code:	34134		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	87676269	ALL THE GEAR YOU NEED	
Registration Number:	4477274	HERC READY FINANCE	
Serial Number:	87589527	HERC RENTALS	
Serial Number:	87713702	HERC RENTALS PROCONTRACTOR	
Serial Number:	87589423	HERC RENTALS PROSOLUTIONS	
Serial Number:	87589470	HERCRENTALS	
Serial Number:	87589512	HERCRENTALS PROSOLUTIONS	
Registration Number:	5618911	PR CONTROL BY HERC RENTALS	
Registration Number:	5504956	PROCONTROL	
Registration Number:	5531972	PROCONTROL BY HERC RENTALS	
Registration Number:	5671142	PROSOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<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:	2127083460		
Email:	slebson@ladas.com		
Correspondent Name:	Ladas & Parry		
Address Line 1:	1040 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10018		

CH \$290.00 87676269

TRADEMARK

ATTORNEY DOCKET NUMBER:	NTMA161373-US
NAME OF SUBMITTER:	Scott Lebson
SIGNATURE:	/sjl/
DATE SIGNED:	06/06/2019

Total Attachments: 5

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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **HERC Rentals Inc.**, a corporation organized under the laws of the State of Delaware, United States of America, located at 27500 Riverview Center Blvd., Bonita Springs, Florida 34134, United States of America, [[hereinafter the "ASSIGNOR"] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

[Set forth on the attached schedule]

AND WHEREAS, **HERC BUILD, LLC**, a limited liability company organized and existing under the laws the State of Delaware, United States of America, located at 27500 Riverview Center Blvd., Bonita Springs, Florida 34134, United States of America, [hereinafter the "ASSIGNEE"] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 25th day of April, 2019.

HERC Rentals Inc.

By



Dennis S. Prah
Authorized Signatory

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 25th day of April, 2019.

HERC BUILD, LLC

By



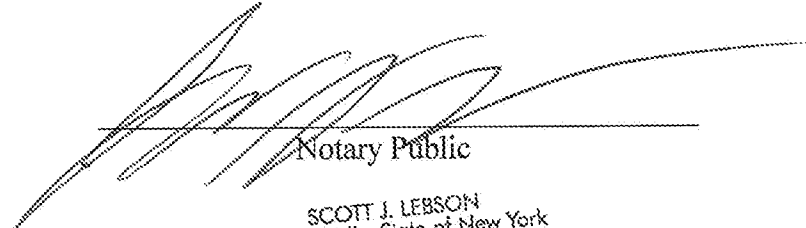
Lanning G. Bryer
Authorized Signatory

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |
STATE OF NEW YORK | SS:
COUNTY OF NEW YORK |

On this 25th day of April, 2019, before me personally appeared **Dennis S. Prahl**, to me known, who, being by me duly sworn, did depose and say that he is the **Authorized Signatory** of the corporation described in the foregoing instrument; that he executed said instrument on behalf of the said corporation; that he is authorized to execute an instrument of this nature by order of the Board of Directors of the corporation.

[SEAL]

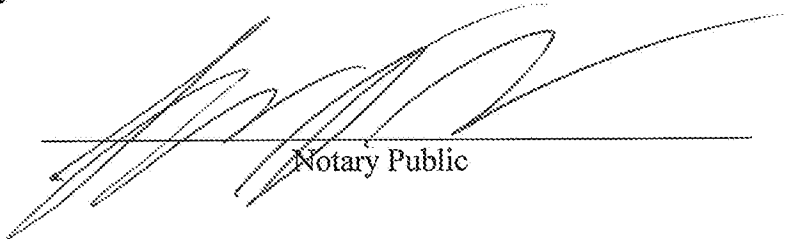


Notary Public
SCOTT J. LEBSON
Notary Public, State of New York
No. 02LE6105173
Qualified in New York County
Commission Expires February 2, 20 20

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |
|
STATE OF NEW YORK | SS:
|
COUNTY OF NEW YORK |

On this 25th day of April, 2019, before me personally appeared **Lanning G. Bryer**, to me known, who, being by me duly sworn, did depose and say that he is the **Authorized Signatory** of the company described in the foregoing instrument; that he executed said instrument on behalf of the said company; that he is authorized to execute an instrument of this nature by order of the Board of Directors of the company.



Notary Public

[SEAL]

SCOTT J. LERSON
Notary Public, State of New York
No. 02LE6105173
Qualified in New York County
Commission Expires February 2, 20 20

Case #	Country	Appl/Reg	Trademark	Appl #	Reg #	Classes	Status
1T17697053	United States	HERC Rentals Inc.	ALL THE GEAR YOU NEED	87676269		37, 39, 40, 42	Active
2T13653503	United States	HERC Rentals Inc.	HERC READY FINANCE	85915696	4477274	36	Active
1T17695200	United States	HERC Rentals Inc.	HERC RENTALS	87589527		06, 07, 08, 09, 11, 12, 19, 35, 37, 38, 39, 42	Active
1T17698240	United States	HERC Rentals Inc.	HERC RENTALS PROCONTRACTOR	87713702		06, 07, 08, 11, 12, 19, 37, 39	Active
1T17695189	United States	HERC Rentals Inc.	HERC RENTALS PROSOLUTIONS	87589423		07, 37, 39	Active
1T17695206	United States	HERC Rentals Inc.	HercRentals Logo in Color HercRentals PROSOLUTIONS Stylized & Logo (on two lines) in Color	87589470		06, 07, 08, 09, 11, 12, 19, 35, 37, 38, 39, 42	Active
1T17695870	United States	HERC Rentals Inc.		87589512		07, 37, 39	Active

Case #	Country	Appl/Reg	Trademark	Appl #	Reg #	Classes	Status
1T17697415	United States	HERC Rentals Inc.	PR CONTROL by Herc Rentals & meter design in color	87678398	5618911	09, 42	Active
1T17697413	United States	HERC Rentals Inc.	PROCONTROL	87678341	5504956	09, 42	Active
1T17697414	United States	HERC Rentals Inc.	PROCONTROL BY HERC RENTALS	87678367	5531972	09, 42	Active
1T17695184	United States	HERC Rentals Inc.	PROSOLUTIONS	87589376	5671142	07, 37, 39	Active

TRADEMARK

REEL: 006664 FRAME: 0007

RECORDED: 06/06/2019