

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526787


SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Costa Del Mar, Inc.		05/13/2019	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Backcountry.com, LLC		
Street Address:	1678 West Redstone Center Drive		
City:	Park City		
State/Country:	UTAH		
Postal Code:	84098		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5402248	BUILT FOR BACKCOUNTRY	
CORRESPONDENCE DATA			
Fax Number:	3058580008		
<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:	3058588000		
Email:	msantana@malloylaw.com		
Correspondent Name:	William John Eagan, Esq.		
Address Line 1:	2800 S.W. 3rd Avenue		
Address Line 4:	Miami, FLORIDA 33129		
NAME OF SUBMITTER:	William John Eagan		
SIGNATURE:	/William John Eagan/		
DATE SIGNED:	06/06/2019		
Total Attachments: 2			
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OP \$40.00 5402248

ASSIGNMENT OF U.S. TRADEMARKS & REGISTRATION

WHEREAS, Costa Del Mar, Inc., a Florida corporation, having an address at 2361 Mason Avenue, Ste. 100, Daytona Beach, FL 32117, adopted, used, and is using the trademarks "BUILT



FOR BACKCOUNTRY" and  in connection with "goggles for ski sports; ski goggles; snow goggles" for which a registration has been obtained in the United States Patent and Trademark Office, namely, U.S. Trademark Reg. No. 5,402,248 (collectively, the "BUILT FOR BACKCOUNTRY" Marks and Registration); and

WHEREAS, Backcountry.com, LLC, a Delaware limited liability company, having an address at 1678 West Redstone Center Drive, Park City, UT 84098 is desirous of acquiring all rights in and to said trademark for the territory of the United States, and all foreign countries, together with the registration therefor and good will associated with the trademarks and registration, and including the right to sue for past infringement.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Costa Del Mar, Inc. does hereby assign unto Backcountry.com, LLC, all rights, title, and interest in and to the "BUILT FOR BACKCOUNTRY Marks and Registration, together with the good will of the business symbolized by the trademarks and registration, and the right to sue for past infringement.

Signed: 

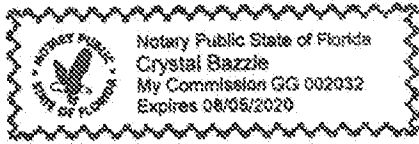
Name: John Sanchez

Title: VP Product Development

STATE OF FLORIDA
COUNTY OF Volusia

The foregoing instrument was acknowledged before me this 13 day of May, 2019 by John Sanchez.


Notary Public (Signature)



(Seal)

Crystal Bazzle
Name of Notary (Printed)

My Commission Expires: 8/5/20

Personally Known OR

Produced Identification _____
Type of Identification Produced
