

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM549777

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Distinctive Event Rentals, Inc.		11/13/2019	Corporation: VIRGINIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CE Rental, Inc.		
<b>Street Address:</b>	3006 Industrial Drive, Suite 110		
<b>City:</b>	Raleigh		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27609		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3992036	DISTINCTIVE EVENT RENTALS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128637867		
<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>			
<b>Phone:</b>	3128637267		
<b>Email:</b>	jaclyn.di.grande@goldbergkohn.com		
<b>Correspondent Name:</b>	Jaclyn Di Grande - Paralegal		
<b>Address Line 1:</b>	Goldberg Kohn Ltd.		
<b>Address Line 2:</b>	55 E Monroe Street, Suite 3300		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60603		
<b>ATTORNEY DOCKET NUMBER:</b>	6030.126		
<b>NAME OF SUBMITTER:</b>	Jaclyn Di Grande		
<b>SIGNATURE:</b>	/jaclyn di grande/		
<b>DATE SIGNED:</b>	11/18/2019		
<b>Total Attachments: 1</b>			
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OP \$40.00 3992036

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment") is made effective as of November 13, 2019, from Distinctive Event Rentals, Inc., a Virginia corporation, of 3758 Brennan Ave., Norfolk, VA 23502 ("Assignor"), to CE Rental, Inc., a Delaware corporation, of 323 Newbury St., Boston, MA 02115 ("Assignee"):

WHEREAS, Assignor is the owner of the DISTINCTIVE EVENT RENTALS trademark (the "Mark") that is the subject of Registration No. 3,992,036 (the "Registration") at the U. S. Patent & Trademark Office, together with the good will of the business symbolized thereby in connection with the services identified by the Mark; and

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Mark and the Registration.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration to Assignor in hand paid, the receipt of which is hereby acknowledged, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark and the Registration, and the good will of the business symbolized thereby, including all past, present, and future causes of action and claims for damages derived by reason of trademark infringement thereof (to the extent such damages are not already paid, awarded or contractually owed to Assignor or any predecessor of Assignor), for Assignee's own use and for the use of its assigns, successors, and legal representatives to the full end of the term of the Mark and the Registration. Assignor, for itself, and its heirs, assigns, and legal representatives hereby further covenants to and with Assignee, its assigns, successors, and legal representatives to fully cooperate therewith in perfecting this assignment in the United States and in any and all foreign jurisdictions, said cooperation extending to the Mark and the Registration, and including the execution of additional assignments or other formal documents as may be required in connection therewith.

IN WITNESS WHEREOF, Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

DISTINCTIVE EVENT RENTALS, INC.,  
a Virginia corporation

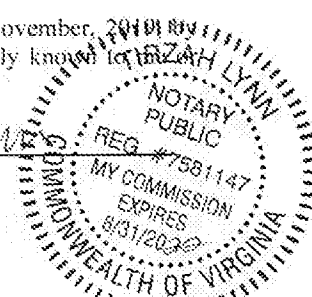
By: William S. Cabell  
William S. Cabell

COMMONWEALTH OF VIRGINIA )  
CITY OF VIRGINIA BEACH )

The foregoing instrument was subscribed and sworn before me this 13 day of November, 2019, by WILLIAM S. CABELL, as the President of Distinctive Event Rentals, Inc., who is personally known to me and produced identification in the form of Virginia driver's license.

Debra Lynn  
Notary Public

My commission expires: 8-31-2022



TRADEMARK