

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM553669

<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>
G.A. Braun, Inc.		12/10/2019	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JENSEN USA, INC.		
<b>Street Address:</b>	99 Aberdeen Loop		
<b>City:</b>	Panama City		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32405		
<b>Entity Type:</b>	Corporation: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1324087	ALPHA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028037953		
<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>	(202) 888-2047		
<b>Email:</b>	docket@markerylaw.com, katrinahull@markerylaw.com, taratoth@markerylaw.com		
<b>Correspondent Name:</b>	Katrina G. Hull		
<b>Address Line 1:</b>	P.O. Box 84150		
<b>Address Line 4:</b>	Gaithersburg, MARYLAND 20883-4150		
<b>NAME OF SUBMITTER:</b>	Katrina G. Hull		
<b>SIGNATURE:</b>	/katrinaghull/		
<b>DATE SIGNED:</b>	12/17/2019		
<b>Total Attachments: 1</b>			
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OP \$40.00 1324087

**TRADEMARK ASSIGNMENT**


This Agreement is made by and between G.A. Braun, Inc., a New York corporation located at 79 General Irwin Blvd, North Syracuse, NY 13212 ("Assignor"), and JENSEN USA, INC., a Florida corporation located at 99 Aberdeen Loop, Panama City, FL 32405 ("Assignee").

WHEREAS, Assignor owns U.S. trademark registration no. 1324087 for the mark ALPHA (the "Trademark"); and

WHEREAS, Assignee desires to acquire the Trademark and its goodwill from the Assignor and has purchased the Trademark and its goodwill from the Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said Trademark, including the rights to sue for past, present and future infringements, together with the goodwill of the business symbolized by the Trademark as of the date indicated below the signature.

**G.A. Braun, Inc. ("Assignor")**



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By: James B. (J.B.) Werner

Chief Executive Officer

Date: 12/10/19