

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM557505

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mission Product Holdings, Inc.		09/11/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	MPUSA, LLC		
Street Address:	63 Stevens Drive		
City:	Brentwood		
State/Country:	NEW HAMPSHIRE		
Postal Code:	03833		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 68			
Property Type	Number	Word Mark	
Serial Number:	77976548	ATHLETE ENGINEERED	
Serial Number:	86601281	ATHLETE ENGINEERED	
Serial Number:	86982351	ATHLETE ENGINEERED	
Serial Number:	85875873	ATHLETECARE	
Serial Number:	87246775	CONTROL TEMPERATURE UNLOCK PERFORMANCE	
Serial Number:	88157040	COOL MORE. DO MORE.	
Serial Number:	88264288	COOL POWERED BY MISSION	
Serial Number:	87144336	COOLING POWER	
Serial Number:	87849201	COOLING POWER	
Serial Number:	85879769	COOLS INSTANTLY WHEN WET	
Serial Number:	85544144	DEFEAT THE HEAT	
Serial Number:	88338794	DUOMAX	
Serial Number:	86230272	ENDURA COOL MULTI-COOL	
Serial Number:	85804197	ENDURACOOOL	
Serial Number:	85444330	ENDURACOOOL	
Serial Number:	85529516	ENDURAHEAT	
Serial Number:	77334009	FEEL COOL	
Serial Number:	86499770	FEEL COOL	
Serial Number:	86133633	FEEL COOL AND GO HARDER	

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Property Type	Number	Word Mark
Serial Number:	86133627	FEEL COOL AND GO HARDER
Serial Number:	86977186	FUEL & COOL
Serial Number:	85866808	GAME CHANGING TRACTION TECHNOLOGY
Serial Number:	77976813	GET YOUR MISSION ON!
Serial Number:	86119187	GOCOOL BRAND
Serial Number:	86975007	GOCOOL BRAND
Serial Number:	86119075	GO°COOL BRAND
Serial Number:	86975006	GO°COOL BRAND
Serial Number:	86780241	HYDROACTIVE
Serial Number:	86982534	HYDROACTIVE
Serial Number:	87114509	HYDROACTIVE MAX
Serial Number:	85822711	M
Serial Number:	77976717	M
Serial Number:	86499763	M
Serial Number:	86978483	M
Serial Number:	86785792	M
Serial Number:	86785798	M
Serial Number:	86982245	M
Serial Number:	86981705	M
Serial Number:	86982333	M
Serial Number:	86981053	M
Serial Number:	85822706	M MISSION
Serial Number:	87112652	M MISSION
Serial Number:	86981706	M MISSION
Serial Number:	86982334	M MISSION
Serial Number:	87575006	MAX
Serial Number:	85153389	MISSION
Serial Number:	86213022	MISSION
Serial Number:	86532890	MISSION
Serial Number:	86931605	MISSION
Serial Number:	75575386	MISSION
Serial Number:	77978266	MISSION
Serial Number:	87088363	MISSION
Serial Number:	86082976	MISSION CLEAT GRIP
Serial Number:	85953336	MISSION COURT GRIP
Serial Number:	85982171	MISSION ENDURA COOL
Serial Number:	85627792	MISSION ENDURACOOOL
Serial Number:	85590832	MISSION ENDURACOOOL

Property Type	Number	Word Mark
Serial Number:	85979607	MISSION ENDURACOOOL
Serial Number:	86017185	MISSION POWER GRIP
Serial Number:	86752643	MISSION RADIANTACTIVE
Serial Number:	86793370	MISSIONACTIVE
Serial Number:	86560919	MULTI-COOOL
Serial Number:	86866956	NITROACTIVE
Serial Number:	86141489	ON DEMAND COOLING
Serial Number:	86278118	THE DIFFERENCE BETWEEN GOOD AND GREAT
Serial Number:	86400244	FABRIC OF THE GAME
Serial Number:	86568709	THE SCIENCE OF COOL
Serial Number:	86780649	VAPORACTIVE

CORRESPONDENCE DATA

Fax Number: 2124684888

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.

Phone: 2124684800

Email: jkatz@dglaw.com

Correspondent Name: Jeffrey C. Katz

Address Line 1: Davis & Gilbert LLP, 1740 Broadway

Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	32245-0001-000
NAME OF SUBMITTER:	Jeffrey C. Katz
SIGNATURE:	/Jeffrey C. Katz/
DATE SIGNED:	01/14/2020

Total Attachments: 5

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U.S. TRADEMARK ASSIGNMENT

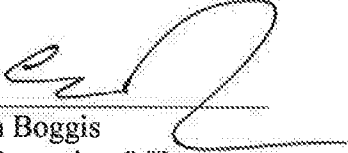
WHEREAS, Mission Product Holdings, Inc., a corporation organized under the laws of the State of Delaware, having offices at 60 East 42nd Street, New York, New York 10165 (“Assignor”), is the owner of all right, title and interest in and to the trademark applications and registrations set forth on Exhibit A, attached hereto and made a part hereof (collectively, the “Trademarks”); and

WHEREAS, MP USA, LLC, a limited liability company organized under the laws of the State of Delaware, having offices at 63 Stevens Drive, Brentwood, New Hampshire 03833 (“Assignee”), is desirous of acquiring the Trademarks, the business appurtenant thereto and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration as set forth in that certain Asset Purchase Agreement dated September 11, 2019 by and between Assignor and Assignee, the receipt of which is hereby acknowledged, Assignor hereby confirms that it has assigned and transferred to Assignee all of Assignor’s right, title and interest in and to the Trademarks, together with the business appurtenant thereto and the goodwill of the business symbolized by such Trademarks.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 11th day of September, 2019.

MISSION PRODUCT HOLDINGS, INC.

By: 
Name: Gordon Boggis
Title: Chief Executive Officer

[Signature Page to Trademark Assignment]

TRADEMARK
REEL: 006837 FRAME: 0905

Exhibit A

The Trademarks

<u>Mark</u>	<u>App. / Reg. No.</u>	<u>Filing / Issuance Date</u>
ATHLETE ENGINEERED	R 3,617,442	May 5, 2009
ATHLETE ENGINEERED	R 5,324,251	October 31, 2017
ATHLETE ENGINEERED	R 5,233,645	June 27, 2017
ATHLETECARE	R 4,376,624	July 30, 2013
CONTROL TEMPERATURE UNLOCK PERFORMANCE	R 5,303,337	October 3, 2017
COOL MORE. DO MORE.	A 88/157,040	October 16, 2018
COOL POWERED BY MISSION	A 88/264,288	January 16, 2019
COOLING POWER	R 5,282,631	September 5, 2017
COOLING POWER	R 5,747,094	May 7, 2019
COOLS INSTANTLY WHEN WET	R 4,458,040	December 31, 2013
DEFEAT THE HEAT	R 4,277,144	January 15, 2013
DUOMAX	A 88/338,794	March 13, 2019
ENDURA COOL MULTI-COOL	R 4,728,993	April 28, 2015
ENDURACOOL	R 4,673,699	January 20, 2015
ENDURACOOL	R 4,239,048	November 6, 2012
ENDURAHEAT	R 4,813,134	September 15, 2015
FEEL COOL	R 3,680,552	September 8, 2009
FEEL COOL	R 5,306,912	October 10, 2017
FEEL COOL AND GO HARDER	R 4,556,020	June 24, 2014
FEEL COOL AND GO HARDER	R 4,726,155	April 28, 2015
FUEL & COOL	R 4,877,782	December 29, 2015
GAME CHANGING TRACTION TECHNOLOGY	R 4,376,613	July 30, 2013
GET YOUR MISSION ON!	R 3,617,463	May 5, 2009
GOCOOL BRAND	R 4,878,016	December 29, 2015
GOCOOL BRAND	R 4,580,253	August 5, 2014
GOCOOL BRAND (stylized)	R 4,878,015	December 29, 2015
GOCOOL BRAND (stylized)	R 4,576,074	July 29, 2014
HYDROACTIVE	R 5,413,277	February 27, 2018
HYDROACTIVE	R 5,292,047	September 19, 2017

HYDROACTIVE MAX (stylized)	R 5,162,969	March 21, 2017
M (stylized)	R 4,476,113	January 28, 2014
M (stylized)	R 3,610,268	April 21, 2009
M (stylized)	R 5,055,308	October 4, 2016
M (stylized)	R 4,948,080	April 26, 2016
M LOGO	R 5,360,445	December 19, 2017
M LOGO	R 5,134,429	January 31, 2017
M LOGO	R 5,219,673	June 6, 2017
M LOGO	R 5,173,005	March 28, 2017
M LOGO	R 5,224,395	June 13, 2017
M LOGO	R 5,125,899	January 17, 2017
M MISSION (stylized)	R 4,416,101	October 8, 2013
M MISSION (stylized)	R 5,387,580	January 23, 2018
M MISSION LOGO	R 5,173,006	March 28, 2017
M MISSION LOGO	R 5,224,396	June 13, 2017
MAX (stylized)	R 5,423,396	March 13, 2018
MISSION	R 4,537,997	May 27, 2014
MISSION	R 4,640,117	November 18, 2014
MISSION	R 4,920,927	March 22, 2016
MISSION	R 5,177,943	April 4, 2017
MISSION	R 2,323,531	February 29, 2000
MISSION	R 5,028,960	September 21, 2010
MISSION	R 5,525,378	July 24, 2018
MISSION CLEAT GRIP	R 4,566,977	July 15, 2014
MISSION COURT GRIP	R 4,513,619	April 15, 2014
MISSION ENDURA COOL	R 4,598,562	September 2, 2014
MISSION ENDURACOOOL	R 4,898,850	February 9, 2016
MISSION ENDURACOOOL	R 4,359,036	June 25, 2013
MISSION ENDURACOOOL	R 4,401,810	September 10, 2013
MISSION POWER GRIP	R 4,501,134	March 25, 2014
MISSION RADIANTACTIVE	R 5,152,061	February 28, 2017
MISSIONACTIVE	R 5,261,760	August 8, 2017
MULTI-COOOL	R 4,836,041	October 20, 2015
NITROACTIVE	R 5,115,884	January 3, 2017
ON DEMAND COOLING	R 5,241,776	July 11, 2017

THE DIFFERENCE BETWEEN GOOD AND GREAT	R 5,317,378	October 24, 2017
THE FABRIC OF THE GAME	R 5,335,730	November 14, 2017
THE SCIENCE OF COOL	R 5,335,783	November 14, 2017
VAPORACTIVE	A 86/780,649	October 7, 2015