

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558654

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
All Sport, LLC		12/20/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	The Jel Sert Co.		
Street Address:	501 Conde Street		
City:	West Chicago		
State/Country:	ILLINOIS		
Postal Code:	60185		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1747887	ALL SPORT	
Registration Number:	2081378	ALL SPORT	
Registration Number:	3655676	HYDRATION NATION	
CORRESPONDENCE DATA			
Fax Number:	3123381500		
<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:	312-338-1000		
Email:	pspies@dineff.com		
Correspondent Name:	R. Peter Spies		
Address Line 1:	160 North Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	R. Peter Spies		
SIGNATURE:	/rpeterspies/		
DATE SIGNED:	01/23/2020		
Total Attachments: 1			
source=All Sport, LLC to The Jel Sert Co. - In the U.S#page1.tif			

OP \$90.00 1747887

TRADEMARK ASSIGNMENT AGREEMENT

THIS ASSIGNMENT effective as of December 20, 2019, is made by and between All Sport, LLC, a Delaware limited liability company, having an address of 720 Jewell Drive, Waco, Texas 76712, (hereinafter referred to as "Assignor"), and The Jel Sert Co., an Illinois corporation, having an address of 501 Conde Street, West Chicago, Illinois 60185 (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the proprietor of the following mark(s), (hereinafter referred to as "Mark(s)"): :

- ALL SPORT US, Registration Number 1747887
- ALL SPORT & DESIGN, Registration Number 2081378
- HYDRATION NATION, Registration Number 3655676

WHEREAS, Assignor has agreed to assign the Mark(s) to Assignee, and Assignee wishes to acquire all of the Assignor's rights in and to the Mark(s), along with the good will associated therewith, and hereby accepts the assignment.

NOW THEREFORE, in consideration of Ten Dollars (US \$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns, its entire right, title and interest in and to the Mark(s), including the right to sue in respect of all infringements of the Mark(s), which may have occurred before the effective date of this Agreement, and the right to all remedies, including damages or an account of the profits and conversion damages in respect of such infringements, together with the good will of the business in which the Mark(s) is/are used, or with that part of the good will of the business connected with the use of and symbolized by the Mark(s).

IN WITNESS HEREOF, the said Assignor has executed this Agreement, and by the hand of its duly authorized officer, signed on this 20th day of December, 2019.

ALL SPORT, LLC

By: *Lori Bottoms*
Name: Lori Bottoms
Title: Authorized Legal Representative

IN WITNESS HEREOF, the said Assignee has executed this Agreement, and by the hand of its duly authorized officer, signed on this 20th day of December, 2019.

The Jel Sert Co.

By: *Kenneth E. Wegner*
Name: Kenneth E. Wegner
Title: President

TRADEMARK