

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM564776

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ESR PERFORMANCE CORP.		03/02/2020	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	BAIZ-IZQUIERDO PARTNERSHIP		
Street Address:	10800 SW 29th Place		
City:	Davies		
State/Country:	FLORIDA		
Postal Code:	33328		
Entity Type:	Partnership: FLORIDA		
Composed Of:	<ul style="list-style-type: none"> • Osvaldo Izquierdo, UNITED STATES, INDIVIDUAL 		
Name:	Enrique J. Baiz		
Street Address:	10800 SW 29th Place		
City:	Davies		
State/Country:	FLORIDA		
Postal Code:	33328		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5074902	LUDICROUS SPEED	
Registration Number:	5168311	GO AHEAD MAKE MY DAY	
Registration Number:	5292415	TRUE SPIKE	
Registration Number:	5454403	COOL-FLEX	
CORRESPONDENCE DATA			
Fax Number:	8887573817		
<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:	8589222170		
Email:	foster@tdfoster.com		
Correspondent Name:	Thomas D. Foster		
Address Line 1:	11622 El Camino Real, Suite 100		

OP \$115.00 5074902

Address Line 4:	San Diego, CALIFORNIA 92130
NAME OF SUBMITTER:	Thomas D. Foster
SIGNATURE:	/Thomas D. Foster/
DATE SIGNED:	03/02/2020
Total Attachments: 1 source=7074.000-00 20200302 SIGNED ASSIGNMENT#page1.tif	

ASSIGNMENT

WHEREAS, ESR PERFORMANCE CORP., ("Assignor") a Florida corporation with offices at 7775 NW 66 Street Miami FLORIDA 33166, is the present title owner of the following trademarks and is the owner of the following federal trademark registrations as registered with the U.S. Patent and Trademark Office (The "ESR Performance Trademarks"):

<u>Reg. No.</u>	<u>Mark</u>
5074902	LUDICROUS SPEED
5168311	GO AHEAD MAKE MY DAY
5292415	TRUE SPIKE
5454403	COOL-FLEX

AND WHEREAS, BAIZ-IZQUIERDO PARTNERSHIP, ("Assignee") a Florida partnership comprised of Enrique J Baiz and Osvaldo Izquierdo, both U.S. citizens, with a mailing address at 10800 SW 29th Place, Davies, FLORIDA 33328, is desirous of acquiring the right, title and interest in and to the ESR Performance Trademarks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the said Assignor of these presents does, sell, assign, and transfer unto the said Assignee, its successors and assigns, all right, title and interest in and to the said trademarks and in and to said Registrations together with that part of the goodwill of the Assignor's business in connection with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the Assignor has hereunder executed this instrument this 2 day of March, 2020.

ESR PERFORMANCE CORP.

By: _____

Enrique J Baiz, President

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