

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM566023

<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>
Statewide Traffic Safety & Signs, Inc.		03/02/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sterling Traffic Holdings, LLC		
<b>Street Address:</b>	401 North Michigan Avenue		
<b>Internal Address:</b>	Suite 3300		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60611		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4582609	STATEWIDE TRAFFIC SAFETY & SIGNS	
<b>Registration Number:</b>	4520191	STATEWIDE TRAFFIC SAFETY & SIGNS	
<b>Registration Number:</b>	4520190	GET IT DONE SAFELY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	7146415100		
<b>Email:</b>	trademarks@rutan.com		
<b>Correspondent Name:</b>	Lindsay J. Hulley c/o Rutan & Tucker LLP		
<b>Address Line 1:</b>	611 Anton Boulevard		
<b>Address Line 2:</b>	14th Floor		
<b>Address Line 4:</b>	Costa Mesa, CALIFORNIA 92656		
<b>ATTORNEY DOCKET NUMBER:</b>	101885.0005T		
<b>NAME OF SUBMITTER:</b>	Lindsay J. Hulley		
<b>SIGNATURE:</b>	/Lindsay J. Hulley/		
<b>DATE SIGNED:</b>	03/09/2020		
<b>Total Attachments: 3</b>			

CH \$90.00 4582609

source=Trademark Assignment (STSS-STH) - executed - dated 03-02-20#page1.tif

source=Trademark Assignment (STSS-STH) - executed - dated 03-02-20#page2.tif

source=Trademark Assignment (STSS-STH) - executed - dated 03-02-20#page3.tif

## **TRADEMARK ASSIGNMENT**

This Trademark Assignment (this "**Assignment**") is made and entered into as of March 2, 2020 (the "**Effective Date**") by and between Statewide Traffic Safety & Signs, Inc., a Delaware corporation, with a principal place of business at 1100 Main Street, Suite 100, Irvine, California 92614 ("**Assignor**"), and Sterling Traffic Holdings, LLC, a Delaware limited liability company, with a principal place of business at 401 N Michigan Avenue, Suite 3300 Chicago, IL 60611 ("**Assignee**").

**WHEREAS**, Assignor is the sole and exclusive owner of the United States trademarks and the corresponding trademark registrations on the attached Schedule A, and the goodwill appertaining thereto and incorporated herewith, and all other rights appurtenant, including without limitation common law rights, title and interest (collectively the "**Assigned Trademarks**");

**WHEREAS**, it is Assignor's intention to assign and transfer to Assignee all of Assignor's right, title, and interest in and to the Assigned Trademarks to Assignee;

**WHEREAS**, it is Assignee's desire to purchase or acquire all of Assignor's right, title and interest in and to the Assigned Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Assigned Trademarks; and

**WHEREAS**, Assignee is the successor to the portion of the business to which the Assigned Trademarks pertain, and that business is ongoing and existing, pursuant to Section 10 of the Trademark Act, 15 U.S.C. § 1060; 37 C.F.R. § 3.16.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over to Assignee its entire right, title, and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized in the Assigned Trademarks, and all other corresponding rights that are or may be secured under the laws of the United States and any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives, as fully and entirely as the same

would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties, damages, or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Assigned Trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Assigned Trademarks and other corresponding rights in the Assignee. Assignor hereby consents to the recordation of this Assignment with the United States Patent and Trademark Office. Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

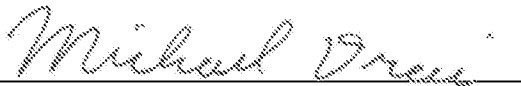
**Assignor:**  
**Statewide Traffic Safety & Signs, Inc.**



---

Typed Name: Marty Breen  
Title: CFO

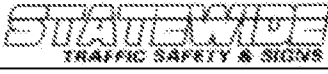
**Assignee:**  
**Sterling Traffic Holdings, LLC**



---

Typed Name: Michael Draai  
Title: President

**Schedule A**

<b>Trademark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
	4582609	August 12, 2014
STATEWIDE TRAFFIC SAFETY & SIGNS	4520191	April 29, 2014
GET IT DONE SAFELY	4520190	April 29, 2014