

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM578044

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Custom Offsets, LLC		05/26/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	SD Wheel Corp.		
Street Address:	1300 S. River St.		
City:	Batavia		
State/Country:	ILLINOIS		
Postal Code:	60510		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88767287	FITMENT INDUSTRIES	
CORRESPONDENCE DATA			
Fax Number:	9209960001		
<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:	920-996-0000		
Email:	tmdocket@epiphanylaw.com		
Correspondent Name:	Alexis M. Merbach		
Address Line 1:	2800 E. Enterprise Avenue		
Address Line 4:	Appleton, WISCONSIN 54913		
NAME OF SUBMITTER:	Alexis M. Merbach		
SIGNATURE:	/am/		
DATE SIGNED:	05/26/2020		
Total Attachments: 1 source=DOC025#page1.tif			

OP \$40.00 88767287

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made this 26th day of May, 2020, (the "Effective Date"), by and between **CUSTOM OFFSETS, LLC**, a Wisconsin limited liability company with an address of record of 3989 E. Endeavor Dr., Appleton, Wisconsin 54915 ("Assignor") and **SD WHEEL CORP.**, an Illinois corporation with an address of record of 1300 S. River Street, Batavia, IL 60510 ("Assignee").

WHEREAS, Assignor has adopted, used, and is using the following mark: **FITMENT INDUSTRIES** (the "Mark"). The Mark is subject to a pending design trademark application in the United States Patent and Trademark Office, Serial No. 88767287, with a filing date of January 21, 2020; and

WHEREAS, Assignor wishes to assign, and Assignee wishes to acquire, all of Assignor's full and complete rights, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns, transfers, and conveys to Assignee, and Assignee hereby accepts from Assignor, all of Assignor's full and complete rights, title and interest in and to the Mark in the United States and throughout the world, all rights appurtenant thereto, including any common law rights, together with the goodwill associated with the Mark, and the goods and services on which the Mark is used.


Assignor further assigns to Assignee all rights to sue for, recover from and receive all damages, at Assignee's discretion, occurring from past, present and future infringing or misappropriating use of the Mark by any third-party.

Assignor agrees to provide reasonable assistance to Assignee in connection with information and documentation that may be required for the transfer, assignment, and maintenance of the Mark.


This Assignment may be executed in two or more counterparts and shall be enforceable upon the exchange of executed counterparts by fax or e-mail. The separately executed copies shall each be deemed an original but all of which together shall constitute one and the same instrument and be binding on the Parties.

IN WITNESS WHEREOF, the parties have executed this Assignment on the date first written above.

ASSIGNOR: CUSTOM OFFSETS, LLC

By: 
Name: Shawn Chartier
Title: Manager

ASSIGNEE: SD WHEEL CORP.

By: 
Name: Steve Hamilton
Title: President