

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM588634

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HERC Rentals Inc.		07/22/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	HERC BUILD, LLC		
Street Address:	27500 Riverview Center Blvd.		
City:	Bonita Springs		
State/Country:	DELAWARE		
Postal Code:	34134		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1609358	HERC	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<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:	2127083460		
Email:	slebson@ladas.com		
Correspondent Name:	Ladas & Parry LLP		
Address Line 1:	1040 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	NTMA161373-US		
NAME OF SUBMITTER:	Scott J. Lebson		
SIGNATURE:	/sjl/		
DATE SIGNED:	07/27/2020		
Total Attachments: 4			
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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **HERC Rentals Inc.**, a corporation organized under the laws of the State of Delaware, United States of America, located at 27500 Riverview Center Blvd., Bonita Springs, Florida 34134, United States of America, [hereinafter the "ASSIGNOR"] has adopted and used the Trademark(s) registered in the United States Patent and Trademark Office:

[Set forth on the attached schedule]

AND WHEREAS, **HERC BUILD, LLC**, a limited liability company organized and existing under the laws the State of Delaware, United States of America, located at 27500 Riverview Center Blvd., Bonita Springs, Florida 34134, United States of America, [hereinafter the "ASSIGNEE"] is desirous of acquiring the right, title and interest in and to the said trademark(s) and the registration(s) thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by 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 trademark(s) and registration(s) thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademark(s).

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 22nd day of July, 2020.

HERC Rentals Inc.

By 

.....
Dennis S. Prah
Authorized Signatory

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 22nd day of July, 2020.

HERC BUILD, LLC

By 

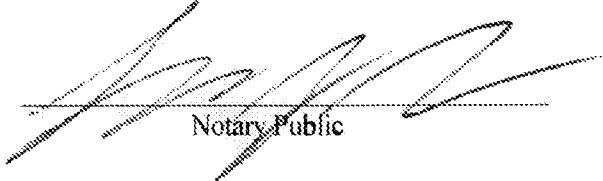
.....
Lanning G. Bryer
Authorized Signatory

(See over for Notarial Acknowledgment)

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |
|
STATE OF NEW YORK | SS:
|
COUNTY OF NEW YORK |

On this 22nd day of July, 2020, before me personally appeared **Dennis S. Prah**, to me known, who, being by me duly sworn, did depose and say that he is the **Authorized Signatory** of the corporation described in the foregoing instrument; that he executed said instrument on behalf of the said corporation; that he is authorized to execute an instrument of this nature by order of the Board of Directors of the corporation.


Notary Public

[SEAL]

SCOTT J. LEBSON
Notary Public, State of New York
No. 02LE6105173
Qualified in New York County
Commission Expires February 2, 2024

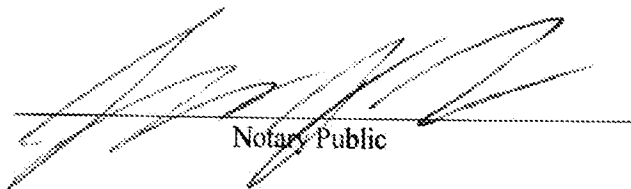
ASSIGNOR

TRADEMARK
REEL: 007008 FRAME: 0363

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |
STATE OF NEW YORK | SS:
COUNTY OF NEW YORK |

On this 22nd day of July, 2020, before me personally appeared Lanning G. Bryer, to me known, who, being by me duly sworn, did depose and say that he is the **Authorized Signatory** of the company described in the foregoing instrument; that he executed said instrument on behalf of the said company; and that he is authorized to execute an instrument of this nature.


Notary Public

[SEAL]

SCOTT J. LEBSON
Notary Public, State of New York
No. 02LE6105173
Qualified in New York County
Commission Expires February 2, 2024

ASSIGNEE

UNITED STATES OF AMERICA

SCHEDULE

HERC

No. 1609358