

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM594661

<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>
Super ATV, LLC		08/27/2020	Limited Liability Company: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HDL Holdings, LLC		
<b>Street Address:</b>	2753 Michigan Road		
<b>City:</b>	Madison		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	47250		
<b>Entity Type:</b>	Limited Liability Company: INDIANA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4756225	PRIMAL OFF ROAD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3176377561		
<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>	317-634-3456		
<b>Email:</b>	docketdept@uspatent.com		
<b>Correspondent Name:</b>	Timothy N. Thomas		
<b>Address Line 1:</b>	111 Monument Circle		
<b>Address Line 2:</b>	Suite 3700		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204		
<b>NAME OF SUBMITTER:</b>	Cindy J. Wiles		
<b>SIGNATURE:</b>	/Cindy J. Wiles/		
<b>DATE SIGNED:</b>	08/28/2020		
<b>Total Attachments: 1</b>			
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OP \$40.00 4756225

**TRADEMARK ASSIGNMENT**

**WHEREAS**, Super ATV, LLC, a corporation of Indiana, with an address of 2753 Michigan Road, Madison, IN 47250 (hereinafter "Assignor"), is the owner of the mark PRIMAL OFF ROAD LOGO and the goodwill thereto, including United States Federal Trademark Registration No. 4,756,225, issued June 16, 2015 and further including all corresponding United States and foreign registered and common law trademark rights, all corresponding United States and Foreign registrations and applications, and the corresponding goodwill; and

**WHEREAS**, HDL Holdings, LLC, a corporation of Indiana, having an address of 2753 Michigan Road, Madison, IN 47250 (hereinafter "Assignee") desires to acquire said mark and registration thereon;

**NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN**

Be it known that for good, valuable and sufficient consideration from the Assignee, the receipt of which is hereby acknowledged, Assignor hereby contributes, assigns and transfers unto Assignee the entire right, title and interest in and to the above mark, including any Certificates of Registration, together with the goodwill symbolized by said mark, together with all rights of action, in law or in equity, for any past or future infringement thereof. Assignor agrees to promptly execute and deliver to Assignee or its legal representatives all papers, instruments or affidavits required to carry out and record this transfer and assignment of the mark to Assignee.

Said mark and registration are to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns to the full end of the present or extended term for which said Certificate of Registration have been granted, as fully and entirely as the same would have been held by Assignor if this assignment and contribution had not been made.

**IN WITNESS WHEREOF**, the parties hereto have caused this Assignment to be executed and effective as of the

27<sup>th</sup> day of, August 2020.

WITNESS Assignor's hand:

Assignor:

By: Harold Hunt

Name: Harold Hunt

Title: President

Date: Aug 27, 2020