

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM594767

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900555647		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alfa Industries, Inc.		06/24/2020	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Ruben Ramos Flores		
Street Address:	15700 Garfield Avenue		
City:	Paramount		
State/Country:	CALIFORNIA		
Postal Code:	90723		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88695665	TERRAFLEX BY BONANZA BOOTS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3106998155		
Email:	melissa@melissakdagodag.com		
Correspondent Name:	Melissa Kerry Dagodag		
Address Line 1:	468 N. Camden Drive, 2nd Floor		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
NAME OF SUBMITTER:	Melissa K. Dagodag		
SIGNATURE:	/Melissa K. Dagodag/		
DATE SIGNED:	08/28/2020		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK RIGHTS AGREEMENT FOR
TRADEMARK APP. SER. NUMBER 88695665 (the "Agreement")

Effective as of June 24th, 2020

1. WHEREAS, We, Alfa Industries, Inc., a California corporation ("Assignor") whose principal business address is 15700 Garfield Avenue, Paramount, California 90723, have filed for a U.S. trademark with App. Ser. Number 88695665 for the trademark TERRAFLEX BY BONANZA BOOTS ("Mark");

2. WHEREAS, Ruben Ramos Flores ("Assignee"), an individual resident of California, is desirous of acquiring the entire right, title, and interest in and to the Mark, which may be granted and issued in the United States of America, and throughout the world;

3. NOW THEREFORE, in consideration of the sum of One U.S. Dollar (USD \$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, **We, Assignor, do hereby sell, assign, and transfer unto said Assignee the entire right, title, and interest, and GOODWILL of the business relating to said trademark for the territory of the United States, and throughout the world, including any and all foreign rights and Convention priorities, in and to said trademark,** to be held and enjoyed by said Assignee for its use and benefit and for its successors and assigns to the full end of the term for which said trademark registration may be granted, as fully and entirely as the same would have been held by us as if this assignment and sale had not been made.

4. The provisions of this Agreement shall not take full effect until such time as full payment of the aforementioned sum is received by Assignor.

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5. WE FURTHER AGREE to execute upon presentation any and all domestic and foreign applications describing and claiming said trademark without further consideration, and in conjunction therewith to execute any and all further assignments or other documents that may be required for filing under the International Convention or for recording in trademark and intellectual property offices throughout the world. If we cannot sign or refuse to execute any and all domestic and foreign applications, assignments, or documents describing and claiming our trademark, we hereby appoint Melissa Kerry Dagodag, Esq. with Full Power of Attorney to prosecute any and all applications and to transact all business, including the signing of documents, concerning our Trademark Application and Registration on our behalf.

6. The persons signing below on behalf of each party hereby warrant that they are the authorized representative of the party for whom they are signing and have full authority to enter into this Agreement and unconditionally bind the party to all terms and conditions stated herein.

7. We, Assignor, hereby warrant that we have the proper title to transfer all the worldwide rights, title, and interest to the Mark and have not previously transferred any interests to the Mark to another party prior to this instant assignment document.

8. This Agreement has been duly executed by their authorized representatives as of the date first set forth above and shall be effective simultaneously throughout the universe in perpetuity.

9. The parties shall strive to settle any dispute arising from the interpretation or performance of this Agreement through friendly consultation within thirty (30) days after one party asks for consultation. In case no settlement can be reached through

consultation, each party can submit such matter to arbitration. The arbitration award shall be final and binding upon the parties and shall be enforceable in accordance with its terms.

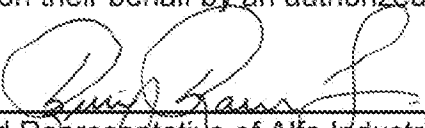
10. The validity, interpretation and implementation of this Agreement shall be governed by the laws of the state of California, the county of Los Angeles.

11. Any amendment and supplement of this Agreement shall come into force only after a written agreement is signed by both parties. The amendment and supplement duly executed by both parties shall be part of this Agreement and shall have the same legal effect as this Agreement.

12. Any provision of this Agreement that is invalid or unenforceable in any jurisdiction shall, as to that jurisdiction, be ineffective to the extent of such invalidity or unenforceability, without affecting in any way the remaining provisions hereof in such jurisdiction or rendering any other provision hereof invalid or unenforceable in any other jurisdiction.

IN WITNESS THEREOF the parties hereto have caused this Agreement to be duly executed on their behalf by an authorized representative as of the date set forth above.

Assignor:



Authorized Representative of Alfa Industries, Inc.

Assignee:

By



Ruben Ramos Flores