

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM599370

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RODALE TECHNICAL SALES, INC.		09/23/2020	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	VALTERRA PRODUCTS, LLC		
Street Address:	15230 S.F. Mission Blvd.		
Internal Address:	Suite 107		
City:	Mission Hills		
State/Country:	CALIFORNIA		
Postal Code:	91345		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3406781	MIGHTY CORD	
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:	2104154493		
Email:	makayiplaw@gmail.com		
Correspondent Name:	Christopher L. Makay		
Address Line 1:	914 Gentilz St.		
Address Line 4:	Castroville, TEXAS 78009		
NAME OF SUBMITTER:	Christopher L. Makay		
SIGNATURE:	/Christopher L. Makay/		
DATE SIGNED:	09/24/2020		
Total Attachments: 3			
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OP \$40.00 3406781

TRADEMARK ASSIGNMENT

WHEREAS, RODALE TECHNICAL SALES, INC., a New York corporation, whose business address is 4949 North Broadway, Suite 203, Boulder, CO 80304 (hereinafter referred to as "Assignor"), owned the mark MIGHTY CORD, registered in the U.S. under U.S. Trademark Registration No. 3,406,781 in International Class 9, which issued April 1, 2008, from Application No. 78/677,082 filed July 25, 2005; and

WHEREAS, VALTERRA PRODUCTS, LLC, a Delaware limited liability company, whose business address is 15230 S.F. Mission Blvd., Suite 107, Mission Hills, CA 91345 (hereinafter referred to as "Assignee"), in an Agreement dated June 30, 2014, purchased all rights, title, and interest in, to and under the mark MIGHTY CORD and the said Registration No. 3,406,781, together with the goodwill of the business associated therewith.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor, as per the Agreement dated June 30, 2014, hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the mark MIGHTY CORD and the said Registration No. 3,406,781, together with the goodwill of the business associated therewith, including, without limitation, any registrations and applications therefor, and any renewals and extensions of the Registration, 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 or payments due or payable as of the effective date of this Assignment set forth below or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the mark MIGHTY CORD and the said Registration No. 3,406,781, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the mark MIGHTY CORD and the said Registration No. 3,406,781.

Assignor represents and warrants that: (i) it is the sole and exclusive owner of the entire right, title and interest in and to the mark MIGHTY CORD and the said Registration No. 3,406,781, free and clear of any liens, security interests or other encumbrances; (ii) it has the full right and authority to execute this Assignment and to assign to Assignee the rights assigned herein; and (iii) it has not executed, and will not execute, any agreement or other instrument in conflict herewith.

Assignor shall take all further actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all necessary and proper affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), requested by Assignee to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to the following (it being understood that any expense

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of SAN JOAQUIN)

On SEPTEMBER 23, 2020 before me, JENNIFER GARZA(NOTARY PUBLIC)
(insert name and title of the officer)

personally appeared BRYAN ARTHUR FLETCHER,
who proved to me on the basis of satisfactory evidence to be the person~~(s)~~ whose name~~(s)~~ is/~~are~~
subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in
his/~~her/their~~ authorized capacity~~(ies)~~, and that by his/~~her/their~~ signature~~(s)~~ on the instrument the
person~~(s)~~, or the entity upon behalf of which the person~~(s)~~ acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Jennifer Garza (Seal)

