

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM622568

<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>
Plum A/S		02/03/2020	Corporation: DENMARK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Plum Safety ApS		
<b>Street Address:</b>	Mandelalleen 1		
<b>City:</b>	Assens		
<b>State/Country:</b>	DENMARK		
<b>Postal Code:</b>	DK-5610		
<b>Entity Type:</b>	Private Limited Company: DENMARK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4091244	PLUM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	259305101		
<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>	2059305282		
<b>Email:</b>	tbush@sirrote.com		
<b>Correspondent Name:</b>	Timothy A. Bush		
<b>Address Line 1:</b>	2311 Highland Ave. S.		
<b>Address Line 4:</b>	Birmingham, ALABAMA 35205		
<b>NAME OF SUBMITTER:</b>	Timothy A. Bush		
<b>SIGNATURE:</b>	/TAB/		
<b>DATE SIGNED:</b>	01/26/2021		
<b>Total Attachments: 2</b>			
source=Assignment#page1.tif			
source=Assignment#page2.tif			

CH \$40.00 4091244

## ASSIGNMENT OF TRADEMARK

Whereas, Plum A/S, a Denmark corporation, (hereinafter referred to as "Assignor") is the owner of certain common law and statutory rights in USA to the trademark "PLUM" (including the federal registration thereof, registration number 4,091,244) (hereinafter referred to as the "Trademark");

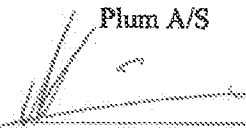
Whereas, Plum Safety ApS, a Denmark private limited company (hereinafter referred to as "Assignee"), is desirous of acquiring the entire interest of Assignor in and to the Trademark and Assignor is desirous to assign and transfer its entire interest in and to the Trademark to Assignee;

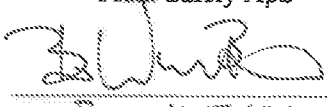
Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer to Assignee all of Assignor's common law and statutory right in USA, title and interest in and to the Trademark in USA (including the registration therefor, registration number 4,091,244), together with the goodwill of the business symbolized by the Trademark and common law rights thereto, the same to be held and enjoyed by Assignee, for its own use and benefit and that of its successors, assigns and legal representatives, together with all claims for damages by reason of past infringement, with the right to sue for and collect the same for its own use and for the use of its successors, assigns or other legal representatives.

Assignor represents and warrants to Assignee that to its knowledge it has full right, power and authority to make this assignment to Assignee in the manner set forth above, and that to its knowledge Assignor is transferring to Assignee good and marketable title to the Trademark, free and clear of all liens, security interests, claims, interests, options, encumbrances, or indebtedness of any kind.

Assignor does hereby covenant and agree to execute and deliver such other and further instruments and take such other and further actions as may be necessary or appropriate to transfer to Assignee any and all interest in and to the Trademark.

This Assignment of Trademark is effective the 3 day of February, 2020

By:  Plum A/S  
Arto Raivio  
Its: franchisor  
Date: 3.3.2020  
(Assignor)

By:  Plum Safety ApS  
Bo WINNHER BACKHOLT  
Its: CEO  
Date: 3.3.2020  
(Assignee)

DOCSEHMU23105361