

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM625870

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bedrock Brands, LP, a Texas limited partnership composed of Shinola IP, LLC, a Texas limited liability company, its General Partner		02/11/2021	Limited Partnership: TEXAS
RECEIVING PARTY DATA			
Name:	Shinola/Detroit, LLC		
Street Address:	1039 E. 15th Street		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75074		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	5096247	IT'S JUST SMART ENOUGH	
Registration Number:	5096246	THE RUNWELL. IT'S JUST SMART ENOUGH.	
Registration Number:	4646055	SHINOLA	
Registration Number:	4896036	RUNWELL	
Registration Number:	4874824	WHERE AMERICAN IS MADE	
Registration Number:	4708921	SHINOLA	
Registration Number:	5218719	RUNWELL	
Registration Number:	5054885	WHERE AMERICAN IS MADE	
Registration Number:	5095647	WHERE AMERICAN IS MADE	
Registration Number:	5082445	SHINOLA	
Registration Number:	4727867	SHINOLA	
Registration Number:	4813040	SHINOLA	
Registration Number:	4440501	SHINOLA	
CORRESPONDENCE DATA			
Fax Number:	2142064330		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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TRADEMARK

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 12142064304
Email: kim@richardlawgroup.com
Correspondent Name: Kimberlee A Boyle
Address Line 1: 13355 Noel Rd, Suite 1350
Address Line 4: Dallas, TEXAS 75240

NAME OF SUBMITTER:	Kimberlee A Boyle
SIGNATURE:	/kimberlee a boyle/
DATE SIGNED:	02/11/2021

Total Attachments: 1

source=Trademark Assignment Bedrock Brands LP to Shinola Detroit LLC 02.11.2021 SIGNED#page1.tif

TRADEMARK ASSIGNMENT

This Assignment is by and between Bedrock Brands, LP, a Texas limited partnership composed of Shinola IP, LLC, a Texas limited liability company, its General Partner whose address is 1039 E. 15th Street, Plano, Texas 75074 ("Assignor") and Shinola/Detroit, LLC, a Texas limited liability company, whose address is 1039 E. 15th Street, Plano, Texas 75074 ("Assignee").

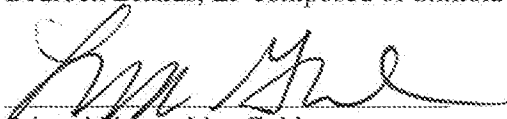
Assignor owns the following U.S. Trademark Registrations (the "Marks"), and Assignor desires to assign the Marks to Assignee:

RN	Mark
5096247	IT'S JUST SMART ENOUGH
5096246	THE RUNWELL. IT'S JUST SMART ENOUGH.
4646055	SHINOLA
4896036	RUNWELL
4874824	WHERE AMERICAN IS MADE
4708921	SHINOLA
5218719	RUNWELL
5054885	WHERE AMERICAN IS MADE
5095647	WHERE AMERICAN IS MADE
5082445	SHINOLA
4727867	SHINOLA
4813040	SHINOLA
4440501	SHINOLA

Now therefore, for good and valuable consideration the receipt and sufficiency is hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee the Marks, together with all associated rights and the goodwill of the business symbolized by the Marks.

SIGNED THIS 11 day of February, 2021.

Bedrock Brands, LP composed of Shinola IP, LLC its General Partner



Printed Name: Lisa Gold

Title: Secretary of General Partner