

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM626389

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nielsen & Bainbridge, LLC		01/25/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	GB Moulding, LLC		
Street Address:	2063 Foster Ave.		
City:	Wheeling		
State/Country:	ILLINOIS		
Postal Code:	60090		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2224816	BRISTOL COLLECTION	
Registration Number:	1085803	FRAMEKIT	
Registration Number:	2701295	NEOPOLITAN	
Registration Number:	1305935	NIELSEN	
Registration Number:	1651515	NURRE CAXTON	
Registration Number:	4665478	VIVIDS	
CORRESPONDENCE DATA			
Fax Number:	3128324700		
<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:	312 832-4500		
Email:	jrodriguez@foley.com		
Correspondent Name:	Marshall J. Brown - Foley & Lardner LLP		
Address Line 1:	321 North Clark Street		
Address Line 2:	Suite 3000		
Address Line 4:	Chicago, ILLINOIS 60654-4762		
ATTORNEY DOCKET NUMBER:	102813-1079		
NAME OF SUBMITTER:	Marshall J. Brown		
SIGNATURE:	/marshall j brown/		

OP \$165.00 2224816

DATE SIGNED:	02/16/2021
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Total Attachments: 4

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INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment") is made and entered into as of January 25, 2021 ("Effective Date") by and between Nielsen & Bainbridge, LLC, a Delaware limited liability company ("Assignor"), and GB Moulding, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated January 25, 2021 (the "Agreement"); and

WHEREAS, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, among other things: (i) the trademark registrations and applications set forth on Schedule A attached hereto, including any common law rights associated therewith and the unregistered common law trademarks and service marks to the extent owned by Assignor that are exclusively utilized in the operation of the Business (as defined in the Agreement), in each case, together with the goodwill of the business associated therewith (collectively, the "Assigned Marks"); (ii) the patents and patent applications set forth on Schedule B attached hereto (collectively, the "Assigned Patents"); (iii) the domain name registrations set forth on Schedule C attached hereto (the "Assigned Domain Names"); and (iv) the copyright registrations and applications set forth on Schedule D attached hereto, as well as the respective underlying works of authorship in any and all media now known or later developed, as well as any moral rights pertaining thereto (collectively, the "Assigned Copyrights") and together with the Assigned Marks, the Assigned Patents, and the Assigned Domain Names, the "Assigned IP").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee its entire right, title and interest in and to the Assigned IP, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, together with all claims for damages by reason of past, present or future infringement or other unauthorized use of the Assigned IP, 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 for Patents, the Commissioner of Trademarks, the Register of Copyrights, the responsible domain name registrars, and the corresponding entities or agencies in any other applicable jurisdiction, to record Assignee as the assignee and owner of the Assigned IP.

* * * * *

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IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

Nielsen & Bainbridge, LLC, as Assignor

GB Moulding, LLC, as Assignee

By:  _____

By: _____

Name: Dave Bushland

Name: _____

Title: Chief Financial Officer

Title: _____

[Signature Page to IP Assignment Agreement - GB Moulding, LLC]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

Nielsen & Bainbridge, LLC, as Assignor

GB Moulding, LLC, as Assignee

By: _____

By:  _____

Name: _____

Name: C. SCOTT OZMEN

Title: _____

Title: CEO

[Signature Page to IP Assignment Agreement - GB Moulding, LLC]

SCHEDULE A

TRADEMARK REGISTRATIONS AND APPLICATIONS

Mark	Country	Owner	Serial Number	Application Filing Date	Registration Number	Registration Date
BRISTOL COLLECTION	United States	Nielsen & Bainbridge, LLC	75/365,730	09/30/1997	2,224,816	02/16/1999
FRAMEKIT	Canada	Nielsen & Bainbridge, LLC	588791	07/15/1987	TMA377023	12/14/1990
FRAMEKIT	United States	Nielsen & Bainbridge, LLC	73/088,030	05/21/1976	1,085,803	02/14/1978
NEOPOLITAN	United States	Nielsen & Bainbridge, LLC	76/317,342	09/25/2001	2,701,295	03/25/2003
NIELSEN	Australia	Nielsen & Bainbridge LLC	637382	08/10/1994	637382	08/10/1994
NIELSEN	Canada	Nielsen & Bainbridge, LLC	567434	08/06/1986	TMA381408	03/15/1991
NIELSEN	Japan	Nielsen & Bainbridge, LLC	S60-037156	04/12/1985	2141790	05/30/1989
nielsen	United States	Nielsen & Bainbridge, LLC	73/412,561	02/07/1983	1,305,935	11/20/1984
NURRE CAXTON	Canada	Nielsen & Bainbridge, LLC	1172841	03/27/2003	TMA609679	05/07/2004
NURRE CAXTON	United States	Nielsen & Bainbridge, LLC	74/119,993	12/03/1990	1,651,515	07/23/1991
VIVIDS	United States	Nielsen & Bainbridge, LLC	85/784,835	11/21/2012	4,665,478	01/06/2015