

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM628103

<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>
Visulize, LLC		02/23/2021	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alliance Sports Group, L.P.		
<b>Street Address:</b>	5650 Alliance Gateway Freeway		
<b>City:</b>	Fort Worth		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	76177		
<b>Entity Type:</b>	Limited Partnership: TEXAS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90197986	THAW	
<b>Serial Number:</b>	90198013	PERSONAL WARMTH REINVENTED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5136985079		
<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>	5136985078		
<b>Email:</b>	mmarrero@ulmer.com		
<b>Correspondent Name:</b>	Michael A. Marrero		
<b>Address Line 1:</b>	600 Vine Street		
<b>Address Line 2:</b>	Suite 2800		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>NAME OF SUBMITTER:</b>	Michael A. Marrero		
<b>SIGNATURE:</b>	/Michael A. Marrero/		
<b>DATE SIGNED:</b>	02/24/2021		
<b>Total Attachments: 1</b>			
source=THAW and PERSONAL WARMTH REINVENTED assignment#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Visualize, LLC (hereinafter "Assignor"), represents that it is the owner of the THAW and PERSONAL WARMTH REINVENTED trademarks that are the subject of the applications serial numbers 90197986 and 90198013, respectively, at the U. S. Patent and Trademark Office (the "Marks").

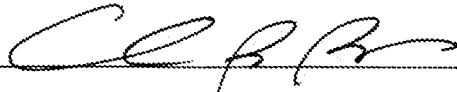
WHEREAS, Alliance Sports Group, L.P., a Texas limited partnership with an address of 5650 Alliance Gateway Freeway, Fort Worth, Texas 76177 (hereinafter "Assignee"), is desirous of acquiring the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all of its right, title and interest in and to the Marks, together with the entire business symbolized by the Marks, the goodwill of the business symbolized by the Marks, the right to sue for past, present and future infringement, dilution, misappropriation, violation, or breach thereof, and the rights to recover, collect and own any monetary or other damages, and to obtain injunctive relief, as a result thereof.

ASSIGNOR further agrees that, without further consideration, it will cause to be performed such other lawful acts, and to be executed such further assignments and other lawful documents, as ASSIGNEE may from time to time reasonably request to effect fully this assignment and to permit ASSIGNEE to be duly recorded as the registered owner of the Marks in the United States and elsewhere.

IN TESTIMONY WHEREOF, ASSIGNOR has executed this assignment instrument this 23 day of February, 2021.

VISUALIZE, LLC

By: 

Print Name: Chris B. Barkley

Title: Partner