

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM644657

|   |  |                       |                       |
|---|--|-----------------------|-----------------------|
| <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>    |
| Houston Wire & Cable Company  |  | 03/01/2021            | Corporation: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                       |
| <b>Name:</b>  | HWC Wire & Cable Company                           |                       |                       |
| <b>Street Address:</b>  | 10201 North Loop E                                 |                       |                       |
| <b>City:</b>  | Houston  |                       |                       |
| <b>State/Country:</b>   | TEXAS  |                       |                       |
| <b>Postal Code:</b>   | 77023  |                       |                       |
| <b>Entity Type:</b>   | Corporation: DELAWARE                              |                       |                       |
| <b>PROPERTY NUMBERS Total: 7</b>  |  |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>   | 1647858  |                       |                       |
| <b>Registration Number:</b>   | 2441654  |                       |                       |
| <b>Registration Number:</b>   | 5196776  | DURABULL              |                       |
| <b>Registration Number:</b>   | 5201696  | DURABULL              |                       |
| <b>Registration Number:</b>   | 2683154  | GOLD NOSE             |                       |
| <b>Registration Number:</b>   | 1541208  | GOLD STRAND           |                       |
| <b>Registration Number:</b>   | 2208424  | SW                    |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                       |
| <b>Fax Number:</b>  |  |                       |                       |
| <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>   | (312) 258-5500                                     |                       |                       |
| <b>Email:</b>   | AAVALOS@schiffhardin.com                           |                       |                       |
| <b>Correspondent Name:</b>  | Angel Avalos                                       |                       |                       |
| <b>Address Line 1:</b>  | 233 South Wacker Drive, Suite 7100                 |                       |                       |
| <b>Address Line 2:</b>  | Schiff Hardin LLP                                  |                       |                       |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60606                            |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 30186-0014 (1369177)                               |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Angel Avalos, Jr.                                  |                       |                       |

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|   |                     |
|---|---------------------|
| <b>SIGNATURE:</b>   | /Angel Avalos, Jr./ |
| <b>DATE SIGNED:</b>   | 05/06/2021          |
| <b>Total Attachments: 2</b><br>source=Assignment of Trademark Assets - HWCC to HWC#page1.tif<br>source=Assignment of Trademark Assets - HWCC to HWC#page2.tif |                     |

## ASSIGNMENT OF TRADEMARK ASSETS

WHEREAS, Houston Wire & Cable Company, a Delaware corporation ("Assignor"), owns all right, title and interest in and to the federal and state trademark registrations and applications therefor listed in Schedule A hereto, and all renewals thereof or thereon (hereinafter, collectively, the "Trademarks"); and

WHEREAS, Assignor desires to assign to its wholly-owned subsidiary, HWC Wire & Cable Company, a Delaware corporation ("Assignee"), Assignor's right, title and interest in and to the Trademarks, and Assignee desires to acquire the same from Assignor; and

NOW, THEREFORE, for \$10.00 in cash and other valuable and legally sufficient consideration acknowledged by Assignor to have been received in full:

1. Assignor does hereby sell, convey, assign and transfer to Assignee its entire right, title and interest in, to and under all Trademarks, together with the goodwill of the business symbolized by such Trademarks, together with all rights and privileges granted and secured thereby, including the full right to sue for past, present or future infringement of such Trademarks, these rights to be held and enjoyed by Assignee as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

2. Assignor hereby covenants that it has full right to convey the entire interest herein assigned and agrees to execute any and all documents reasonably required to effect this Assignment.

3. The terms and covenants of this Assignment shall inure to the benefit of Assignee, its successors and assigns and other legal representatives, and shall be binding upon Assignor, its respective heirs, legal representatives and assigns.

4. Assignor hereby requests that the appropriate patent, trademark or other government offices record this Assignment and issue a new certificate of registration in Assignee's name.

IN TESTIMONY WHEREOF, the undersigned has executed this Assignment effective as of March 1, 2021.

HOUSTON WIRE & CABLE COMPANY




By: 

Name: James L. Pokluda III

Title: President & CEO

**SCHEDULE A**  
(1 Page)

**TRADEMARKS AND APPLICATIONS**

| Trademark  | Registration No. | Registration Date |
|--|------------------|-------------------|
| (Design)<br>            | 1647858          | Jun 18 2021       |
| (Design)<br>            | 2441654          | Apr 3 2001        |
| DURABULL   | 5196776          | May 2 2017        |
| (Durabull & Design)<br> | 5201696          | May 9 2017        |
| GOLD NOSE  | 2683154          | Feb 4 2003        |
| GOLD STRAND  | 1541208          | May 30 1989       |
| (SW & Design)<br>     | 2208424          | Dec 8 1998        |

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