

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM656487

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/01/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Robert B. Haro		06/28/2021	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Performance Branding, LLC dba Haro Design Group		
Street Address:	135 Liverpool Drive, Suite E		
City:	Cardiff-By-The-Sea		
State/Country:	CALIFORNIA		
Postal Code:	92007		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4653154	IKONIX	
Registration Number:	4589058		
Registration Number:	4572852	BORN FROM BMX	
CORRESPONDENCE DATA			
Fax Number:	6192350398		
<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:	619 525 3865		
Email:	docketing@procopio.com		
Correspondent Name:	Barry F. Soalt @ Procopio		
Address Line 1:	525 B Street, Suite 2200		
Address Line 4:	San Diego, CALIFORNIA 92101		
ATTORNEY DOCKET NUMBER:	11168401US01		
NAME OF SUBMITTER:	Barry F. Soalt		
SIGNATURE:	/Barry F. Soalt/		
DATE SIGNED:	06/28/2021		
Total Attachments: 2			
source=Nunc Pro Tunc Assignment Robert B Haro to Performance Branding LLC dba Haro Design Group#page1.tif			

OP \$90.00 4653154

NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS

WHEREAS, Robert B. Haro, a U.S. citizen, having a principal place of business at 135-E Liverpool Drive, Cardiff, CA 92007 (hereinafter "Assignor"), has adopted, is the owner of, and has continuously used the trademarks set forth on annexed Schedule "A" (hereinafter referred to as the "Trademarks"), and as shown in the identified U.S. Patent and Trademark Office registrations;

CA

WHEREAS, Performance Branding, LLC dba Haro Design Group, a limited liability company, having a principal place of business at 135 Liverpool Drive, Suite E, Cardiff-By-The-Sea, CA 92007 (hereinafter "Assignee"), on January 1, 2021, acquired all right, title and interest in and to the Trademarks, and any registrations thereof, together with the goodwill of the business symbolized by the Trademarks and the registrations thereof, and any choses in action relating to said Trademarks, as set forth on annexed Schedule "A"; and

WHEREAS, it is desired that the assignment of the Trademarks identified on annexed Schedule "A" be made of record in the United States Patent and Trademark Office.

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and other good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, the Assignor, as of the above date did hereby sell, assign, transfer and convey unto Assignee all of its right, title and interest in and to each of the aforesaid Trademarks, worldwide, including any choses in action relating to said Trademarks, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said Trademark rights accruing on or before the date of the Assignment, together with the good will of the business symbolized by the Trademarks, and including the registrations thereof as set forth on annexed Schedule "A"; and Assignor agrees to execute any further documents, now and hereinafter necessary to perfect the rights herein assigned, all without further compensation to Assignor.

Executed this 28 day of June, 2021, at Cardiff-by-the-Sea, California.

Robert B. Haro

By: Robert B Haro
Name: Robert B. Haro, Owner

SCHEDULE "A"
ISSUED REGISTRATIONS

Mark	Reg. No.	Issue Date
IKONIX and Design	4653154	May 13, 2011
Misc. Design (Rider Icon)	4589058	April 13, 2011
BORN FROM BMX	4572852	July 22, 2014