

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM659391

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
W.C. Bradley/Zebco Holdings, Inc.		02/08/2021	Corporation: GEORGIA
RECEIVING PARTY DATA			
Name:	Badlands Gear Co., LLC		
Street Address:	9865 South 500 West		
City:	Sandy		
State/Country:	UTAH		
Postal Code:	84070		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2185318	BADLANDS	
Registration Number:	5352861	BADLANDS	
Registration Number:	3723488	BADLANDS	
Registration Number:	6158933	CARBON OX	
Registration Number:	3921546	WILLIAM JOSEPH	
Registration Number:	3034300	WILLIAM JOSEPH	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	mrussell@kslaw.com		
Correspondent Name:	King & Spalding		
Address Line 1:	1180 Peachtree Street		
Address Line 2:	Mark Russell		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Mark Russell		
SIGNATURE:	/Mark Russell/		
DATE SIGNED:	07/12/2021		

OP \$165.00 2185318

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, W.C. Bradley/Zebco Holdings, Inc., a Georgia corporation (“Assignor”), was the owner of the trademarks in Schedule A (hereinafter the “Marks”), and the related U.S. Federal Trademark Registrations therefor set forth in Schedule A (the “Registrations”); and

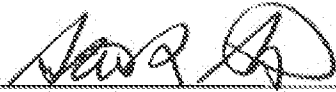
WHEREAS, Badlands Gear Co., LLC, a Delaware limited liability company (“Assignee”), desires to confirm its acquisition of said Marks, including the Registrations, together with the goodwill of the business connected with the use of and symbolized by such Marks, from Assignor as of February 8, 2021;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby confirm and assign, effective as of February 8, 2021, to Assignee, all right, title and interest of Assignor in and to the Marks, including the Registrations, together with the goodwill of the business connected with the use of and symbolized by such Marks and any past, present or future claims or causes of action arising out of or related to any infringement, misappropriation, dilution or other violation or impairment thereof, and the right to sue or otherwise recover therefor.

[Signature Pages Follow]

W.C. BRADLEY/ZEBCO HOLDINGS, INC.


Dated: February 8, 2021

By: 
Name: Steven R. Smits
Title: President and Chief Operating Officer

[Signature Page to Trademark Assignment]

TRADEMARK
REEL: 007352 FRAME: 0356

SCHEDULE A

Mark	Jurisdiction	Registration No.	Registration Date
Badlands	United States	2185318	9/1/1998
Badlands	United States	5352861	12/12/2017
Badlands	United States	3723488	12/8/2008
CARBONOX	United States	6,158,933	09/22/2020
WILLIAM JOSEPH	United States	3921546	02/22/2011
	United States	3034300	12/27/2005