

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM665447

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HWC Wire & Cable Company		03/12/2021	Corporation:
RECEIVING PARTY DATA			
Name:	Southwest Wire Rope, LLC		
Street Address:	4150 Cairo Road		
City:	Paducah		
State/Country:	KENTUCKY		
Postal Code:	42001		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	1647858		
Registration Number:	2441654		
Registration Number:	5196776	DURABULL	
Registration Number:	5201696	DURABULL	
Registration Number:	2683154	GOLD NOSE	
Registration Number:	1541208	GOLD STRAND	
Registration Number:	2208424	SW	
CORRESPONDENCE DATA			
Fax Number:	8665782230		
<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:	2705540051		
Email:	jchristian@millerlaw-firm.com		
Correspondent Name:	Miller Hahn, PLLC		
Address Line 1:	2660 West Park Drive, Suite 2		
Address Line 4:	Paducah, KENTUCKY 42001		
NAME OF SUBMITTER:	Alex Edwards		
SIGNATURE:	/s/ Alex Edwards		
DATE SIGNED:	08/06/2021		

OP \$190.00 1647858

Total Attachments: 4

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ASSIGNMENT OF TRADEMARK ASSETS

WHEREAS, HWC Wire & Cable Company, a Delaware corporation ("Assignor"), and Southern Rigging Companies, LLC, a Delaware limited liability company ("Parent"), have entered into an Asset Purchase Agreement dated as of January 13, 2021 (the "Agreement"); and

WHEREAS, under the Agreement, Assignor agreed to convey to Parent, all right, title and interest in and to the Purchased Assets, including all Intellectual Property (as those terms are defined in the Agreement); and

WHEREAS, Assignor owns all right, title and interest in and to the federal and state trademark registrations and applications therefor listed in Schedule A hereto that comprise part of the Purchased Assets, and all renewals thereof or thereon (hereinafter, collectively, the "Trademarks"); and

WHEREAS, Parent has assigned its rights to acquire certain of the Purchased Assets, including all Intellectual Property, to its wholly-owned subsidiary Southwest Wire Rope, LLC, a Texas limited liability company ("Assignee"); and

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to all Trademarks, and Assignor has promised, in the Agreement, to cause the same to be assigned; and

NOW, THEREFORE, for the consideration set forth in the Agreement, and other valuable and legally sufficient consideration acknowledged by the 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.

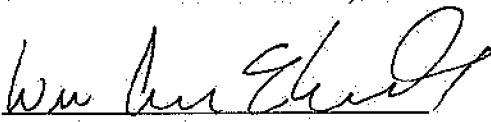
4. Assignor hereby requests that the appropriate patent, trademark or other government offices record this Assignment and issue a new certificate of registration in Assignee's name.

IN TESTIMONY WHEREOF, the undersigned has executed this Assignment effective as of March 12, 2021.

HWC WIRE & CABLE COMPANY

By: 
Name: James L. Pokluda III
Title: President & CEO

SOUTHWEST WIRE ROPE, LLC

By: 

Name: William Alex Edwards





Title: Manager of Sole Member, Southern Rigging
Companies, LLC

TRADEMARK

REEL: 007381 FRAME: 0067

SCHEDULE A
(1 Page)

TRADEMARKS AND APPLICATIONS

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

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