

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM669560

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900635365
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DIABLO RACING INC.		08/02/2021	Corporation: CALIFORNIA

RECEIVING PARTY DATA

Name:	HARDROCK OFFROAD LLC
Street Address:	5306 Irwindale Ave
City:	Irwindale
State/Country:	CALIFORNIA
Postal Code:	91706
Entity Type:	Limited Liability Company: CALIFORNIA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	6171396	HARDROCK
Registration Number:	6158430	HR HARDROCK OFFROAD
Serial Number:	90188367	HARDROCK

CORRESPONDENCE DATA

Fax Number:

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.

Email: pto@lewisroca.com, llista@lewisroca.com
Correspondent Name: LEWIS ROCA ROTHGERBER CHRISTIE LLP
Address Line 1: P.O. BOX 29001
Address Line 4: GLENDALE, CALIFORNIA 91209-9001

ATTORNEY DOCKET NUMBER:	308372-1
NAME OF SUBMITTER:	David A. Plumley
SIGNATURE:	/David A. Plumley/
DATE SIGNED:	08/23/2021

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, DIABLO RACING INC, a California Corporation, having a place of business at 5306 Irwindale Avenue, Irwindale, California 91706 ("ASSIGNOR" herein), has used and is the owner of the trademarks identified by the following applications and registrations.

<u>Trademark</u>	<u>Reg. No.</u>	<u>Registered</u>	<u>Docket No.</u>
HARDROCK	6,171,396	Oct. 6, 2020	185659
HR HARDROCK OFFROAD (& design)	6,158,430	Sep. 22, 2020	185561
<u>Trademark</u>	<u>Serial No.</u>	<u>Filed</u>	<u>Docket No.</u>
HARDROCK	90/188,367	Sep. 17, 2020	185659-A

WHEREAS, HARDROCK OFFROAD LLC, a California limited liability company, having a place of business at 5306 Irwindale Avenue, Irwindale, CA 91706 ("ASSIGNEE" herein), desires to acquire the trademarks and the applications and registrations together with the goodwill and that portion of the ongoing and existing business associated with and to which the trademarks pertain.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto the ASSIGNEE all right, title and interest in and to the trademarks and the applications and registrations, and all rights and privileges pertaining to the marks and registration, together with the goodwill and that portion of the ongoing and existing business associated with and to which the trademarks pertain.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect the trademarks and their applications and registrations, and to perfect the record title of ASSIGNEE in and to the trademarks and their applications and registrations.

Dated this 2 day of Aug., 2021.

DIABLO RACING INC

HARDROCK OFFROAD LLC

By: Gary Jerjerian
Chief Executive OfficerBy: Kelly Johnson
Manager

DAP/II