

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM692844

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|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| SRI USA, INC. | | 12/07/2021 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Sumitomo Rubber Industries, Ltd. | | |
| Street Address: | 6-9, Wakinohama-cho 3-chome, Chuo-ku Kobe-shi | | |
| City: | Hyogo | | |
| State/Country: | JAPAN | | |
| Postal Code: | 651-0072 | | |
| Entity Type: | Corporation: JAPAN | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2828413 | ACCELERATE YOUR SOUL | |
| Registration Number: | 3986200 | AMERICAN ELITE | |
| Registration Number: | 0741999 | ELITE | |
| Registration Number: | 3640072 | GEOMAX | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3125548015 | | |
| <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: | 312-554-8000 | | |
| Email: | aib@pattishall.com | | |
| Correspondent Name: | Ashly I. Boesche | | |
| Address Line 1: | 200 S. Wacker Drive, Suite 2900 | | |
| Address Line 4: | Chicago, ILLINOIS 60606 | | |
| ATTORNEY DOCKET NUMBER: | 025600-1-1 | | |
| NAME OF SUBMITTER: | Ashly Boesche | | |
| SIGNATURE: | /Ashly Boesche/ | | |
| DATE SIGNED: | 12/07/2021 | | |
| Total Attachments: 2 | | | |
| source=Trademark Assgnment -SRIUSA to SRI#page1.tif | | | |

CH \$115.00 2828413

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is between **SRI USA, Inc.**, a Delaware corporation ("Assignor"), and **Sumitomo Rubber Industries, Ltd.**, a Japanese corporation with an address at **6-9, Wakinohama-cho 3-chome, Chuo-ku Kobe-shi, Hyogo JAPAN 651-0072**, ("Assignee").

WHEREAS, Assignor desires to assign its rights, title, and interest in and to the Trademarks and corresponding registrations in the United States, Canada and Mexico noted in the attached **Schedule A** to Assignee; and Assignee desires to acquire Assignor's rights, title and interest in these Trademarks and registrations, together with the goodwill of the business in connection with which the Trademarks and registrations are used.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer to Assignee all of Assignor's rights, title, and interest in and to: (1) the Trademarks noted in **Schedule A** in the United States, Canada and Mexico, including the right to sue or bring administrative actions for past infringements or other violations; (2) the trademark registrations noted in **Schedule A**; and (3) all goodwill associated with these Trademarks and registrations.

Executed this December 7, 2021.

SRI USA, INC.

By: 

Name: Yasuo Watanabe

Title: Secretary

Date: December 6, 2021

SUMITOMO RUBBER INDUSTRIES, LTD.

By: 

Name: Tetsuo Shimizu

Title: General Manager, Brand Management Dept.

Date: December 7, 2021

SCHEDULE A

| Country | Trademark | Registration No. |
|----------------|----------------------|-------------------------|
| US | ACCELERATE YOUR SOUL | 2828413 |
| US | AMERICAN ELITE | 3986200 |
| US | ELITE | 0741999 |
| US | GEOMAX | 3640072 |
| Canada | AMERICAN ELITE | TMA816829 |
| Canada | Double Tornado Wave | TMA809261 |
| Canada | ELITE | TMA126252 |
| Canada | GEOMAX | TMA787960 |
| Mexico | AMERICAN ELITE | 1100522 |