

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM696835

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Custom Fit Holdings, LLC		12/09/2021	Limited Liability Company: MICHIGAN
RECEIVING PARTY DATA			
Name:	Aleva Brands, LLC		
Street Address:	1840 Enterprise Drive		
City:	Rochester Hills		
State/Country:	MICHIGAN		
Postal Code:	48309		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5382677	CUSTOMFIT	
CORRESPONDENCE DATA			
Fax Number:	5139778141		
<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:	5139778527		
Email:	april.besl@dinsmore.com		
Correspondent Name:	April L. Besl		
Address Line 1:	255 E. 5th St., Suite 1900		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	106956-15		
NAME OF SUBMITTER:	April L Besl		
SIGNATURE:	/april l besl/		
DATE SIGNED:	12/22/2021		
Total Attachments: 2			
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OP \$40.00 5382677

ASSIGNMENT OF TRADEMARK

This Trademark Assignment is between Custom Fit Holdings, LLC (hereinafter "**Assignor**"), and Aleva Brands, LLC, a limited liability company of Michigan, having a principal address of 1840 Enterprise Drive, Rochester Hills, Michigan 48309 USA (hereinafter "**Assignee**").

WHEREAS, Assignor is the owner of all of the right, title and interest in and to U.S. Trademark Registration No. 5382677 for the CUSTOMFIT trademark (Mark), along with all the goodwill associated with the Mark;

WHEREAS, Assignee is desirous of acquiring Assignor's entire right, title and interest in and to the Mark, along with all of the goodwill associated therewith, together with substantially all assets and the portion of the business to which the Mark pertains; and

WHEREAS, Assignor and Assignee are desirous of making this Trademark Assignment a matter of record.


NOW, THEREFORE, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Mark, along with all of the goodwill associated therewith, together with substantially all assets and the portion of the business to which the Mark pertains.

FURTHER, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Mark hereby assigned.

[Signature Page to Follow]

WHEREFORE, the parties have duly executed this Assignment of Trademark on the date indicated below.

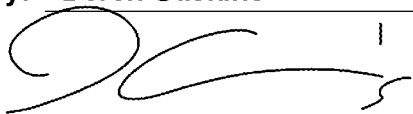
Date: December 9 , 2021



Assignor

By: **Derek Gaskins**

Date: December 9 , 2021



Assignee

By: **Derek Gaskins**

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