

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM700188

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Zoe Marketing, LLC		01/01/2022	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Elite Sportswear, L.P.		
Street Address:	2136 N 13th St.		
Internal Address:	P.O. Box 16400		
City:	Reading		
State/Country:	PENNSYLVANIA		
Postal Code:	19612-6400		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	4761851	BOW PRO	
Registration Number:	4810321	C CHASSÉ SPORT	
Registration Number:	4778735	C-DRI	
Registration Number:	3251311	C-DRI	
Registration Number:	2775620	CHASSÉ	
Registration Number:	6002223	CHEER SAVER	
Registration Number:	4672762	ION ATHLETICS	
Registration Number:	4373753	ION CHEER	
Registration Number:	4338865	ION CHEER	
Registration Number:	5595950	IT'S ALL ABOUT THE BOW	
Registration Number:	4991067	LIVE LOVE CHEER	
Registration Number:	4706950		
Registration Number:	4706951		
Registration Number:	5173267	TRI-KNIT	
Registration Number:	4293129	WE PUT THE C IN CHEERLEADING	
Registration Number:	4201384	ZOE ATHLETICS	
Registration Number:	3351826	ZOE CHEER	

OP \$440.00 4761851

CORRESPONDENCE DATA**Fax Number:** 2123075598*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.***Phone:** 2125030559**Email:** NYTMDocketing@venable.com**Correspondent Name:** Kristen S. Ruisi**Address Line 1:** 1270 Avenue of the Americas, 24th Fl.**Address Line 2:** VENABLE LLP**Address Line 4:** New York, NEW YORK 10020

ATTORNEY DOCKET NUMBER:	130566.437408
--------------------------------	---------------

NAME OF SUBMITTER:	Kristen S. Ruisi
---------------------------	------------------

SIGNATURE:	/Kristen S. Ruisi/
-------------------	--------------------

DATE SIGNED:	01/06/2022
---------------------	------------

Total Attachments: 3

source=Zoe Marketing to Elite Sportswear TM Assignment#page1.tif

source=Zoe Marketing to Elite Sportswear TM Assignment#page2.tif

source=Zoe Marketing to Elite Sportswear TM Assignment#page3.tif

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment (“*Assignment*”) is entered into and effective as of January 1st 2022, by and between ZOE MARKETING, LLC, a California limited liability company (“*Assignor*”), and ELITE SPORTSWEAR, L.P., a Delaware limited partnership, (“*Assignee*”).

RECITALS

WHEREAS, Assignor owns all rights, title and interest in and to the trademarks set forth on **Schedule A**, all applications and registrations pertaining thereto, and all common law rights associated therewith, together with the goodwill arising from the use of and symbolization by said trademarks (collectively, the “*Trademarks*”);

WHEREAS, Assignor desires to transfer all right, title and interest in and to the Trademarks;

WHEREAS, Assignee, is desirous of acquiring all of Assignor’s right, title and interest in and to the Trademarks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns, transfers, sells, conveys, and delivers to Assignee, its successors and assigns, all right, title and interest in and to the Trademarks throughout the world, together with the goodwill represented and symbolized thereby, including the right to sue and recover and have damages and profits for any and all past, present or future infringements, all to be held and enjoyed by Assignee for its own use and benefit, and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as such rights would have been held and enjoyed by Assignor had this Assignment not been made.

2. Assignor further agrees that is shall promptly, at Assignee’s request, and without further consideration, execute and deliver to Assignee all documents and instruments, and take all

other actions as may be required to secure, complete or vest Assignor's right, title and interest in and to the Trademarks, or to carry out the terms of this Assignment.

IN WITNESS WHEREOF, intending to be legally bound hereby, the Assignor and the Assignee have caused this Assignment to be executed in their respective names by their duly authorized representatives as of the date first above written.

ASSIGNOR:

ZOE MARKETING, LLC

By: Paul Crowley

Name: PAUL CROWLEY

Title: CFO

ASSIGNEE:









ELITE SPORTSWEAR, L.P.

By: Paul Crowley

Name: PAUL CROWLEY

Title: CFO

SCHEDULE A

Registration/Application No.	Trademark	Country
Reg. No. 4761851	BOW PRO	United States
Reg. No. 4810321		United States
Reg. No. 4778735	 C-DRI	United States
Reg. No. 3251311	C-DRI	United States
Reg. No. 2775620	CHASSÉ	United States
Reg. No. 6002223	CHEER SAVER	United States
Reg. No. 4672762		United States
Reg. No. 4373753	ION CHEER	United States
Reg. No. 4338865		United States
Reg. No. 5595950	IT'S ALL ABOUT THE BOW	United States
Reg. No. 4991067	LIVE LOVE CHEER	United States
Reg. No. 4706950		United States
Reg. No. 4706951		United States
Reg. No. 5173267	TRI-KNIT	United States
Reg. No. 4293129	WE PUT THE C IN CHEERLEADING	United States
Reg. No. 4201384		United States
Reg. No. 3351826	ZOE CHEER	United States
Reg. No. TMA893108		Canada