

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM701279

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EMSCO		12/17/2021	Corporation: OHIO
Ohio Pool Equipment & Supply Company		12/17/2021	Corporation: OHIO
RECEIVING PARTY DATA			
Name:	Heritage Pool Supply Group, Inc.		
Street Address:	7440 S. Hwy 121		
City:	McKinney		
State/Country:	TEXAS		
Postal Code:	75070		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4008393	POOL BRITE	
Registration Number:	3360194	O. P. AQUATICS	
CORRESPONDENCE DATA			
Fax Number:	2148558200		
<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:	2148558000		
Email:	chris.andersen@nortonrosefulbright.com		
Correspondent Name:	Linda M. Merritt		
Address Line 1:	2200 Ross Avenue, Suite 3600		
Address Line 2:	Norton Rose Fulbright US LLP		
Address Line 4:	Dallas, TEXAS 75201-7932		
ATTORNEY DOCKET NUMBER:	SRSR.T0115US/116.AP1		
NAME OF SUBMITTER:	Chris Andersen		
SIGNATURE:	/chris andersen/		
DATE SIGNED:	01/11/2022		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “**Trademark Assignment**”), effective as of 11:59 p.m., Central Time, on December 17, 2021 (the “**Effective Time**”), is made by EMSCO, an Ohio corporation (“**EMSCO**”), and Ohio Pool Equipment & Supply Company, an Ohio corporation (“**Ohio Pool**” and together with EMSCO, “**Sellers**” and each a “**Seller**”), in favor of Heritage Pool Supply Group, Inc., a Delaware corporation (“**Buyer**”), the purchaser of certain assets of Sellers pursuant to an Asset Purchase Agreement by and among Buyer, Sellers, Aquatic Delivery Services, LLC, an Ohio limited liability company, and, solely for the purposes stated therein, the Selling Persons (as defined therein), and, solely for the purposes of Section 4.19, Richard Laneve (the “**Asset Purchase Agreement**”).

WHEREAS, under the terms of the Asset Purchase Agreement, Sellers have conveyed, transferred and assigned to Buyer, among other assets, certain intellectual property of Sellers, and have agreed to execute and deliver this Trademark Assignment, for recording and registering with the US Patent and Trademark Office, the Ohio Secretary of State, and any other relevant governmental authority.

NOW THEREFORE, the parties agree as follows:

1. Assignment. In consideration for the execution of the Asset Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Sellers hereby irrevocably convey, transfer and assign to Buyer, and Buyer hereby accepts, all of Sellers’ right, title and interest in and to the following (the “**Assigned Trademarks**”):

(a) the trademarks as shown on Schedule 1 (the “**Trademarks**”), together with the goodwill of the business symbolized by the Trademarks;

(b) the trademark registrations and trademark applications for the Trademarks and all issuances, extensions, and renewals thereof;

(c) all rights of any kind whatsoever of Sellers accruing under any of the foregoing provided by applicable law of any jurisdiction, by common law, by international treaties and conventions, and otherwise throughout the world;

(d) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(e) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Sellers hereby authorize the Commissioner for Trademarks, the Ohio Secretary of State, and any other relevant governmental authority to record

and register this Trademark Assignment upon request by Buyer. Following the date hereof, Sellers shall take such steps and actions, and provide such cooperation and assistance to Buyer and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Buyer, or any assignee or successor thereto.

3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Sellers and Buyer with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Trademark Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

Signature page follows.

IN WITNESS WHEREOF, Sellers have duly executed and delivered this Trademark Assignment as of the Effective Time.

EMSCO

By: Mark W. Stoyanoff President
Name: Mark W. Stoyanoff
Title: President

Address for Notices:

20685 Stratford Circle
Strongsville, Ohio 44149

OHIO POOL EQUIPMENT &
SUPPLY COMPANY

By: Mark W. Stoyanoff President
Name: Mark W. Stoyanoff
Title: President

Address for Notices:

20685 Stratford Circle
Strongsville, Ohio 44149

AGREED TO AND ACCEPTED:

HERITAGE POOL SUPPLY
GROUP, INC.

By: _____
Name: Dustin Gunderson
Title: Vice President

Address for Notices:

7440 S. Hwy 121
McKinney, Texas 75070

[Signature page to Trademark Assignment]

TRADEMARK
REEL: 007557 FRAME: 0585

IN WITNESS WHEREOF, Sellers have duly executed and delivered this Trademark Assignment as of the Effective Time.

EMSCO

By: _____

Name: Mark W. Stoyanoff

Title: President

Address for Notices:

20685 Stratford Circle
Strongsville, Ohio 44149

OHIO POOL EQUIPMENT &
SUPPLY COMPANY

By: _____

Name: Mark W. Stoyanoff

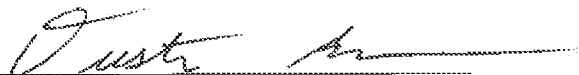
Title: President

Address for Notices:

20685 Stratford Circle
Strongsville, Ohio 44149

AGREED TO AND ACCEPTED:

HERITAGE POOL SUPPLY
GROUP, INC.

By:  _____

Name: Dustin Gunderson

Title: Vice President

Address for Notices:

7440 S. Hwy 121
McKinney, Texas 75070

[Signature page to Trademark Assignment]

TRADEMARK
REEL: 007557 FRAME: 0586

SCHEDULE 1

TRADEMARKS

MARK	Type of Registration	Country / Jurisdiction	Owner	Application No/Date Registration No/Date
POOL BRITE	Federal	United States	EMSCO, an Ohio Corporation	85067640 Jun. 21, 2010 4008393 Aug. 09, 2011
POOL BRITE	State	Ohio Trade Name	EMSCO, an Ohio Corporation	Reg. No. 2332057 Oct. 2, 2014
O. P. AQUATICS	Federal	United States	Ohio Pool Equipment & Supply Company, an Ohio Corporation	76654893 Feb. 10, 2006 3360194 Dec. 25, 2007
O. P. AQUATICS	State	Ohio Trade Name	Ohio Pool Equipment & Supply Company, an Ohio Corporation	Reg. No. 1577118 Oct. 20, 2005

[Schedule 1 to Trademark Assignment Agreement]