

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM712209

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Easton Pool & Spa, Inc.		02/13/2022	Corporation: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Concrete Pool Concepts, Inc.		
Street Address:	736 Washington Street		
City:	South Easton		
State/Country:	MASSACHUSETTS		
Postal Code:	02375		
Entity Type:	Corporation: MASSACHUSETTS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	90842934	PLUNGE + THE NEW WAY TO POOL	
Serial Number:	90607250	EVERYTHING YOU WANT, NOTHING YOU DON'T	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6173957000		
Email:	nharris@lalaw.com		
Correspondent Name:	Nathan T. Harris		
Address Line 1:	60 State Street		
Address Line 2:	23rd Floor		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	E2096-4000		
NAME OF SUBMITTER:	Nathan T. Harris		
SIGNATURE:	/Nathan T. Harris/		
DATE SIGNED:	03/04/2022		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Easton Pool & Spa, Inc., a Massachusetts corporation having a place of business at 736 Washington Street, South Easton, Massachusetts 02375 (hereinafter "Assignor"), is the owner of record of the trademark(s) and corresponding application(s) and registration(s) listed in Schedule A hereto (hereinafter referred to as "the Marks"); and

WHEREAS, Concrete Pool Concepts, Inc., a Massachusetts corporation having a place of business at 736 Washington Street, South Easton, Massachusetts 02375 (hereinafter "Assignee") desires to acquire the Marks and associated intellectual property rights, including the entire right, title, and interest in and to the Marks, and the goodwill of the business associated with the Marks, and is a successor to the portion of Assignor's business to which the Marks pertain;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency which are acknowledged, Assignor does hereby assign unto Assignee the entire right, title, and interest in and to the Marks; any United States application(s) and registration(s) thereof; the goodwill of the business associated with the Marks; the portion of Assignor's business to which the Marks pertains; and the right to recover for past infringement of the Marks.

Date: <u>2/12/22</u>	Easton Pool & Spa, Inc. 
	Name: <u>DAVID E. HOBAICA</u>
	Title: <u>PRESIDENT</u>

Accepted and acknowledged: Date: <u>2/13/22</u>	Concrete Pool Concepts, Inc. 
	Name: <u>DAVID E. HOBAICA</u>
	Title: <u>PRESIDENT</u>

Schedule A

Mark	Country	Appl. No.	Filing Date
PLUNGE + THE NEW WAY TO POOL (and design)	United States	90/842,934	22-July-2021
EVERYTHING YOU WANT, NOTHING YOU DON'T	United States	90/607,250	27-Mar-2021