

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM713455

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KVZ INTERNATIONAL LIMITED		10/06/2021	Corporation: VIRGIN ISLANDS, BRITISH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TAJ IMPORTS INC		
<b>Street Address:</b>	21891 FORBES ROAD		
<b>Internal Address:</b>	SUITE#101		
<b>City:</b>	OAKWOOD VILLAGE		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44146		
<b>Entity Type:</b>	Corporation: OHIO		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0955223	ELY	
<b>Registration Number:</b>	1605723	CATTLEMAN	
<b>Registration Number:</b>	1731204	CATTLEMAN	
<b>Serial Number:</b>	88730519	ELY PLAINS	
<b>Serial Number:</b>	90389624	PLAINS WESTERN WEAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4402968958		
<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>			
<b>Phone:</b>	44039801110		
<b>Email:</b>	nick@sagemarkintl.com		
<b>Correspondent Name:</b>	TAJ IMPORTS INC		
<b>Address Line 1:</b>	21891 FORBES ROAD		
<b>Address Line 2:</b>	SUITE#101		
<b>Address Line 4:</b>	OAKWOOD VILLAGE, OHIO 44146		
<b>NAME OF SUBMITTER:</b>	RANJAN JAGETIA		
<b>SIGNATURE:</b>	/RANJAN JAGETIA/		
<b>DATE SIGNED:</b>	03/10/2022		

OP \$140.00 0955223

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Trademark Assignment") entered into as of the 6th day of October, 2021, is made by KVZ INTERNATIONAL LIMITED, a British Virgin Islands corporation (the "ASSIGNOR"), in favor of TAJ IMPORTS INC, an Ohio corporation ("ASSIGNEE"). Capitalized terms used herein but not otherwise defined herein have the meanings ascribed to them in the Purchase Agreement (as defined below).

**WHEREAS**, ASSIGNOR owns all right, title and interest in and to the trademarks, service marks, logos, designs, names and trade names listed on the attached Schedule A (the "Trademarks"), all applications and registrations pertaining thereto, all common law rights associated therewith, together with all goodwill arising from use of and symbolized by said Trademarks;

**WHEREAS**, ASSIGNOR's affiliate, GBG USA INC. and ASSIGNEE entered into that certain Asset Purchase Agreement, dated as of September 29, 2021 (the "Purchase Agreement"), pursuant to which ASSIGNEE agrees to purchase certain assets from GBG USA INC. and its affiliate, including the Trademarks, and all goodwill of the business associated with the Trademarks and the associated trademark registrations of the Trademarks; and

**WHEREAS**, ASSIGNEE desires to acquire from ASSIGNOR, and ASSIGNOR desires to transfer, assign and convey to Assignee, all of ASSIGNOR's right, title and interest in and to the Trademarks, on the terms and conditions set forth below.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. ASSIGNOR did and hereby does assign, convey and transfer to ASSIGNEE, its successors and permitted assigns, all of ASSIGNOR'S right, title and interest, in and to the Trademarks, including all trademark applications and registrations therefor, any common law rights to such Trademarks, all goodwill of the business symbolized by the Trademarks, the portion of the business of ASSIGNORS to which any intent-to-use applications set forth on Schedule A pertains, as well as all claims and causes of action against third parties for any and all past infringements of the rights being assigned, and the right to collect and retain any proceeds therefrom; the aforesaid transferred rights, title and interests to be held and enjoyed by ASSIGNEE, its successors, and permitted assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this Trademark Assignment not been made.

2. Further Assurances. ASSIGNOR hereby agrees to execute, or cause to be executed, upon the reasonable request of ASSIGNEE, such additional instruments, documents, declarations, consents and papers as are necessary to continue, secure, defend and register the Trademarks, and to otherwise give full effect to and to perfect the rights of ASSIGNEE under this Trademark Assignment, including, without limitation, all documents necessary to record in the name of ASSIGNEE the assignment of the Trademarks with the US Patent & Trademark Office, and with respect to any equivalent foreign rights, with any other appropriate trademark office or registrar.

3. Counterparts. This Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument. Delivery of a facsimile or other electronic version of one or more signatures to this Assignment shall be deemed adequate delivery for all purposes hereof.

4. Notices. All notices and other communications hereunder shall be in writing and shall be made in accordance with Section 10.4 of the Purchase Agreement.

5. Binding Effect; Assignment. This Trademark Assignment and the respective rights, covenants, conditions and obligations of the parties hereunder and any instrument or agreement executed pursuant hereto shall be binding upon and enforceable by, and shall inure solely to the benefit of, the parties hereunder and their respective heirs, successors and permitted assigns.

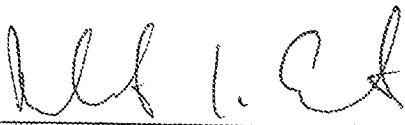
6. Section Titles. The titles of the sections of this Trademark Assignment are for convenience only and will not in any way affect the interpretation of any section or of the Trademark Assignment itself.

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IN WITNESS WHEREOF, ASSIGNOR has caused this Trademark Assignment to be duly executed in its name by its duly authorized representatives as of the date first set forth above.

ASSIGNOR:

KVZ INTERNATIONAL LIMITED

By:   
Name: Robert K. Smith  
Title: General Counsel

SCHEDULE A

TRADEMARKS

Registered Trademarks

COUNTRY	APPLICATION NUMBER	REGISTRATION NUMBER	REGISTRATION DATE	MARK	CLASS	OWNER
European Union	002922870	002922870	Aug 23, 2004	ELY CATTLEMAN	25	KVZ INTERNATIONAL LIMITED
United States	72410888	955223	Mar 13, 1973	ELY	25	KVZ INTERNATIONAL LIMITED
United States	74007488	1605723	Jul 10, 1990	CATTLEMAN	25	KVZ INTERNATIONAL LIMITED
United States	74143636	1731204	Nov 10, 1992	CATTLEMAN	25	KVZ INTERNATIONAL LIMITED

Pending Registrations

COUNTRY	APPLICATION NUMBER	APPLICATION DATE	MARK	CLASS	OWNER
United States	88730519	Dec 17, 2019	ELY PLAINS	25	KVZ INTERNATIONAL LIMITED
United States	90389624	Dec 17, 2020	PLAINS WESTERN WEAR	25	KVZ INTERNATIONAL LIMITED