

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM726075

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ann Williams Group, LLC		05/04/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Playmonster, LLC		
Street Address:	1400 E. Inman Parkway		
City:	Beloit		
State/Country:	WISCONSIN		
Postal Code:	53511		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	87226253	ANN WILLIAMS	
Serial Number:	86755701	CRAFT CRUSH	
Serial Number:	86748085	CRAFT TASTIC	
Serial Number:	86129735	CRAFT-TASTIC	
Serial Number:	85215615	LOOPDEDOO	
Serial Number:	86235142	LOOPDELOOM	
Serial Number:	88644210	STICKER & CHILL	
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:	8475090045		
Email:	howard@hfine.com		
Correspondent Name:	Howard R. Fine		
Address Line 1:	2460 Dundee Road, #1416		
Address Line 4:	Northbrook, ILLINOIS 60065		
NAME OF SUBMITTER:	Howard R. Fine		
SIGNATURE:	/Howard R. Fine/		
DATE SIGNED:	05/05/2022		

OP \$190.00 87226253

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made and entered into effective as of January 21, 2022 (the "Effective Date"), by and between Ann Williams Group, LLC, a Delaware limited liability company located and doing business at 1400 E. Inman Parkway, Beloit, Wisconsin, 53511 and Playmonster, LLC, a Delaware limited liability company located and doing business at 1400 E. Inman Parkway, Beloit, Wisconsin, 53511 ("Assignee").

A. Assignor is the owner of the trademarks and trademark applications and registrations listed in Exhibit A attached hereto; and

B. Assignee wishes to purchase, and Assignor is willing to sell, assign, convey and transfer to Assignee, all right, title and interest in and to each such trademark, trademark application and registration listed in Exhibit A, all goodwill associated therewith and all related and corresponding rights in any jurisdiction in the world (collectively, the "Marks"), on the following terms and conditions.

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

1. Assignment. Assignor hereby irrevocably sells, assigns, conveys, transfers and sets over to Assignee, its successors and assigns, the entire worldwide right, title and interest in and to the Marks, the goodwill of the business symbolized by the Marks, and all registrations that have been or may be granted thereon, all applications for registrations thereof, and all common law rights and copyright rights in the Marks worldwide, together with all rights and privileges granted and secured thereby, including all rights to register, renew, defend, and protect interests therein under the applicable laws of all jurisdictions and all claims, demands, income, damages, royalties, payments, accounts and accounts receivable now or hereafter due and/or payable, and rights of action, both statutory and based upon common law, that Assignor has or might have by reason of any past, present or future infringement or other violation of the Marks prior to, on, or after the date of this Assignment, together with the right to prosecute such claims, demands, and rights of action in Assignee's own name, all of said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

2. Authorization. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as owner of the Marks, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

3. Further Assurances. Assignor will promptly communicate to the Assignee, its successors, legal representatives and assigns, any facts known to it respecting the Marks, testify in any legal proceeding relating to the Marks, execute or cause its current or former employees or contractors to execute, as applicable, all applications and any additional assignment or other documents, sign all lawful papers, make all rightful oaths, and generally do everything reasonably possible to aid

the Assignee or its successors, legal representatives and assigns, to obtain and enforce proper protection for the Marks in all countries and to record Assignee as owner of the Marks, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives. The cost of recording and registering ownership rights in the Marks shall be borne solely by Assignee, its successors and assigns.

4. Miscellaneous. This Assignment and the exhibits hereto constitute the entire understanding and agreement of the parties with respect to the subject matter hereof and supersede any and all written or oral, prior or contemporaneous understandings and agreements. This Assignment may only be amended by written agreement of the parties. This Assignment may be executed and delivered by facsimile or portable document format in two or more counterparts, each of which shall be an original and all of which together shall constitute one and the same instrument. This Assignment shall be binding upon the parties, their heirs, successors and assigns, and all others acting by, through, with or under their direction, and all those in privity therewith. The governing law of this Assignment shall be that of the State of New York, without regard to its conflicts of law principles.

IN WITNESS WHEREOF, the parties have duly executed this Assignment as of the date first above written.

ANN WILLIAMS GROUP, LLC

PLAYMONSTER, LLC

By: [Signature]
Name: Neil J. Minihane
Title: Authorized Signer
Date: 5/4/22

By: [Signature]
Name: Neil J. Minihane
Title: Authorized Signer
Date: 5/4/22

State of Colorado
County of EL PASO

Personally appeared before me the above-named NEIL MINIHANE, to me well known, who signed the foregoing TRADEMARK ASSIGNMENT on behalf of Ann Williams Group, LLC in my presence on the date thereof and acknowledged the same to be his/her voluntary act and deed.

[Signature]
Notary Public

My commission to expire on JAN 22, 2026

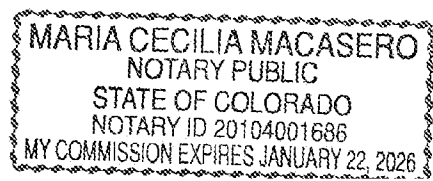


EXHIBIT A

MARKS

Trademark	Country	Class	Status	App. No.	Reg. No.	Reg. Date
CRAFT CRUSH	Canada	28	Registered	1772152	TMA1016874	8-Mar-2019
CRAFT-TASTIC	Canada	NA	Registered	1679004	TMA957558	9-Dec-2016
CRAFT CRUSH	China	07, 14, 16, 18, 23, 26	Registered	A0057308	1395733	14-Mar-2016
CRAFT-TASTIC	China	07, 14, 16, 18, 20, 23 26	Registered	A0050017	1282631	28-Apr-2015
LOOPDEDOO	China	28	Registered	NA	1167060	6-Jun-2013
LOOPDELOOM	China	08, 23, 28	Registered	A0045375	1233535	29-Sep-2014
CRAFT CRUSH	EU	07, 14, 16, 18, 23, 26	Registered	A0057308	1395733	14-Mar-2016
CRAFT-TASTIC	EU	07,14,16,1 8,20,23,26	Registered	AO050020	1280608	28-Apr-2015
LOOPDEDOO	EU	28	Registered	NA	1167060	6-Jun-2013
LOOPDELOOM	EU	08, 23, 28	Registered	A0045375	1233535	9-Sep-2014
ANN WILLIAMS	US	07, 08, 14, 16, 18, 23, 26, 35, 41	Registered	87226253	5532718	7-Aug-2018
CRAFT CRUSH	US	28	Registered	86755701	5214663	30-May-2017
CRAFT TASTIC & Design	US	28	Registered	86748085	5121851	17-Jan-2017
CRAFT-TASTIC	US	28	Registered	86129735	4786609	4-Aug-2015
LOOPDEDOO	US	28	Registered	85215615	4116049	20-Mar-2012
LOOPDELOOM	US	08, 23, 28	Registered	86235142	4721462	14-Apr-2015
STICKER & CHILL	US	16	Registered	88644210	6335997	27-Apr-2021
CRAFT CRUSH	WIPO (covers China and EU)	07, 14, 16, 18, 23, 26	Registered	A0057308	1395733	14-Mar-2016
LOOPDEDOO	WIPO (covers China and EU)	28	Registered	AA0036226	1167060	6-Jun-2013
LOOPDELOOM	WIPO (covers China and EU)	08, 23, 28	Registered	A0045375	1233535	29-Sep-2014
CRAFT-TASTIC	WIPO (covers China)	07, 14, 16, 18, 20, 23 26	Registered	A0050017	1282631	28-Apr-2015
CRAFT-TASTIC	WIPO (covers EU)	07,14,16,1 8,20,23,26	Registered	A0050020	1280608	28-Apr-2015
CRAFT TASTIC & Design	WIPO (covers no countries)	07, 14, 16, 18, 20, 23, 26	Registered	A0071421	1414012	14-Nov-2017