

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM762235

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brady Worldwide, Inc.		08/01/2022	Corporation:
RECEIVING PARTY DATA			
Name:	AIO Acquisition, Inc.		
Street Address:	3200 E Guasti Rd, Suite # 300		
City:	Ontario		
State/Country:	CALIFORNIA		
Postal Code:	91764		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3835071	PERSONNEL CONCEPTS	
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:	4142285075		
Email:	brianna_schonenberg@bradycorp.com		
Correspondent Name:	Brianna Schonenberg		
Address Line 1:	6555 W. Good Hope Road		
Address Line 4:	Milwaukee, WISCONSIN 53223		
NAME OF SUBMITTER:	Brianna Schonenberg		
SIGNATURE:	/Brianna Schonenberg/		
DATE SIGNED:	10/19/2022		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“Agreement”) is effective as of August 1, 2022 (the “**Effective Date**”) by and among BRADY WORLDWIDE, INC., a Wisconsin corporation having a principal place of business at 6555 West Good Hope Road, Milwaukee, Wisconsin 53223 (“**Assignor**”) and AIO Acquisition, Inc., a California corporation having a principal place of business at Suite # 300, 3200 East Guasti Road, 3rd Floor Building A, Waterside Center, Ontario, California 91764 (“**Assignee**”), each individual called “**Party**” and collectively called “**Parties**.”

WHEREAS, the Assignor has agreed to sell, transfer, assign, convey and deliver to Assignee all of its rights, title and interests in, to and under the Assigned Mark as defined in Section 1.

For good and valuable consideration, the sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Mark Assigned. Assignor owns, and agrees to, assign all right, title, and interest in the trademark listed below (“**Assigned Mark**”):

- (a) PERSONNEL CONCEPTS, U.S. Registration No. 3,835,071, for *Educational publications, namely, posters, reference manuals, brochures and leaflets in the field of labor law compliance* in International Class 16.

2. Transfer. Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest, throughout the world, in and to the Assigned Mark and any application or registration therefor, together with all common law rights, the goodwill of the business symbolized by the Assigned Mark, any and all causes of action, either in law or in equity, and the right to enforce any rights and to file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of the Assigned Mark.

3. Acceptance. Assignee hereby accepts the assignment described herein and assumes all ownership, rights, liabilities and obligations in connection with such assignment.

4. Governing Law: This Agreement will be governed by and construed in accordance with the laws of the State of Wisconsin, without regard to its choice of law provisions. The Parties hereby irrevocably submit and consent to the exclusive subject matter and personal jurisdiction of the federal court situated in Milwaukee, Wisconsin for any legal action or proceeding filed or brought to enforce this Agreement and hereby waive any and all objections to the venue and/or inconvenience.

5. Counterparts. This Agreement may be executed in one or more separate counterparts, each of which, when so executed shall, together, constitute and be one and the same instrument. Facsimile signatures shall be deemed to be originals.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties hereto have caused this Trademark Assignment Agreement to be executed as of the date first written above by the following individuals having signatory authority to bind the Parties.


ASSIGNOR:

BRADY WORLDWIDE, INC.

By: 
Name: Aaron J. Pearce
Title: Vice President

ASSIGNEE:

AIO ACQUISITION, INC.

By: 
Name: Aaron J. Pearce
Title: Vice President