

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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ETAS ID: TM763151

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/27/1999		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Promotional Events, Inc. - West	FORMERLY American Promotional Events, Inc.	10/24/2022	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	American Promotional Events, Inc.		
Street Address:	4511 Helton Drive		
City:	Florence		
State/Country:	ALABAMA		
Postal Code:	35630		
Entity Type:	Corporation: ALABAMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1728583	FREEDOM FIREWORKS	
CORRESPONDENCE DATA			
Fax Number:	3144801505		
<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:	314-480-1500		
Email:	PTO-SL@huschblackwell.com		
Correspondent Name:	ALAN S. NEMES		
Address Line 1:	HUSCH BLACKWELL LLP		
Address Line 2:	190 CARONDELET PLAZA, SUITE 600		
Address Line 4:	ST. LOUIS, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	712932.480 (2.10)		
NAME OF SUBMITTER:	Liz Behling		
SIGNATURE:	/Liz Behling/		
DATE SIGNED:	10/24/2022		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the “Assignment”) is entered into effective nunc pro tunc as of October 24, 2022, by and between American Promotional Events, Inc. - West previously known as American Promotional Events, Inc. (a California corporation) (“APE-C”), and American Promotional Events, Inc. (an Alabama Corporation) (“APE”).

WHEREAS, APE-C was the previous owner of the trademark registration identified in Exhibit A, incorporated herein by reference (the “Trademark”) and all goodwill associated therewith;

WHEREAS, APE-C changed its name from “American Promotional Events, Inc.” (a California corporation) to “American Promotional Events, Inc. - West” (a California corporation) as March 26, 2002 (“APE-W”);

WHEREAS, APE-C attempted to assign its rights in its mark to American Promotional Events of Alabama, Inc. (an Alabama corporation) (“Alabama II”) by corrective assignment effective September 27, 1999, from APE-C to Alabama II;

WHEREAS, Alabama II is the predecessor in interest to APE;

WHEREAS, Alabama II had already changed its name from “American Promotional Events of Alabama, Inc.” (an Alabama corporation) to “APE Holding Company, Inc.” (an Alabama corporation) (“APE Holding”) as of October 5, 1998;

WHEREAS, APE Holding changed its name to APE, that is “American Promotional Events, Inc.” (an Alabama corporation) on February 26, 1999;

WHEREAS, another affiliate of both APE-C and Alabama II, was registered under the name “American Promotional Events of Alabama, Inc.” (an Alabama corporation) (“APE I”) at the time of the September 27, 1999 assignment;

WHEREAS, APE I existed under that name from December 30, 1998 until March 26, 2002 when it merged into American Promotional Events, Inc. – East (“APE-E”); thus, APE-C may have inadvertently assigned its rights to Alabama I, the only entity at that time existing under that name, despite the intention of the parties to assign to Alabama II;

WHEREAS, Assignor and all of said affiliated companies intended that American Promotional Events, Inc., (an Alabama corporation) (the successor in interest to Alabama II) ultimately be the owner of the Trademark and goodwill associated therewith, but because of the duplicate corporate names, the chain of title and intention of the parties may have been obscured; and

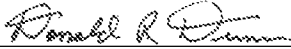
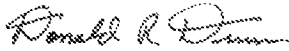
WHEREAS, the quality and goodwill associated with the Trademark and the goods associated therewith was always under unified and common management and control of the affiliated companies set out above;

WHEREAS, APE-W, as the successor in interest by change of name from APE-C desires to clarify and reconfirm its prior transfer of rights to Alabama II, and thus for the avoidance of any doubt to transfer nunc pro tunc its right, title and interest in and to the Trademark, together with the goodwill associated therewith to APE, and

WHEREAS, APE-E affirms and agrees to such transfer and to the nunc pro tunc assignment as described above;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, APE-W, as successor to APE-C hereby reaffirms the facts stated above and for the avoidance of any doubt transfers and assigns nunc pro tunc as of September 27, 1999, to APE its right, title and interest in and to the Trademark, together with the goodwill associated therewith, including all registrations and applications thereto, as well as all renewals and extensions of registrations thereof, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Trademark, with the right to sue for damages and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives (hereinafter collectively the "assigned rights"). (Further, APE-E acknowledges and assents to such assignment and confirms the facts stated above, and likewise assigns whatever assigned rights if any it may have in and to the Trademark together with any goodwill associated therewith.)

IN WITNESS WHEREOF, the undersigned, being duly authorized, have caused this Assignment to be executed on the 24th day of October, 2022, nunc pro tunc as of September 27, 1999.

<p>ASSIGNOR American Promotional Events, Inc. – West (a California corporation), formerly known as American Promotional Events, Inc. (a California corporation)</p> <p>By: <u></u> Printed Name: <u>Donald R. Dunn</u> Title: <u>Vice President, Finance</u></p>	<p>ASSIGNEE American Promotional Events, Inc. (an Alabama corporation)</p> <p>By: <u></u> Printed Name: <u>Donald R. Dunn</u> Title: <u>Vice President, Finance</u></p>
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Agreed and affirmed:

American Promotional Events, Inc. - East (an Alabama corporation) successor in interest to "American Promotional Events of Alabama, Inc. ("Alabama I")

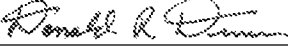
By: 
Printed Name: Donald R. Dunn
Title: Vice President, Finance

EXHIBIT A

Mark	Registration Number	Registration Date
FREEDOM FIREWORKS & design	1,728,583	October 27, 1992