

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM782518

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Loyalty Bound, LLC		12/09/2022	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	AFG HOLDING, LLC		
Street Address:	661 E. Main St.		
Internal Address:	200-244		
City:	Midlothian, TX		
State/Country:	TEXAS		
Postal Code:	76065		
Entity Type:	Limited Liability Company: OKLAHOMA		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	4933442	CHRIS KYLE FROG	
Registration Number:	6190051	CHRIS KYLE	
Registration Number:	6042802	CHRIS KYLE	
Registration Number:	6309186	CHRIS KYLE THE LEGEND	
Registration Number:	6335305	CHRIS KYLE WARRIOR	
Registration Number:	6047979	CK WARRIOR	
Registration Number:	4702797	CRAFT	
Registration Number:	5551199	AMERICAN SNIPER	
Registration Number:	5174185	AMERICAN SNIPER SHOOTOUT	
Registration Number:	5008303	AMERICAN SNIPER	
Registration Number:	4587107	CHRIS KYLE C K "THE LEGEND"	
Registration Number:	6003329	CHRIS KYLE THE LEGEND	
Serial Number:	90590722	AMERICAN SNIPER	
Serial Number:	90689619	CHRIS KYLE	
Serial Number:	90691297	CHRIS KYLE CK	
Serial Number:	90727275	CRAFT	
Serial Number:	90727270	CRAFT	

CH \$440.00 4933442

CORRESPONDENCE DATA**Fax Number:** 9185743107*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.***Phone:** 9185743007**Email:** rachel.blue@mcafeetaft.com**Correspondent Name:** Rachel Blue**Address Line 1:** 2 W. 2nd St.**Address Line 2:** Suite 1100**Address Line 4:** Tulsa, OKLAHOMA 74103

NAME OF SUBMITTER:	Rachel Blue
SIGNATURE:	/RachelBlue/
DATE SIGNED:	01/25/2023

Total Attachments: 5

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INTELLECTUAL PROPERTY ASSIGNMENT

This Assignment of Intellectual Property, made effective as of December 9, 2022, transfers and assigns from LOYALTY BOUND, LLC, a Texas limited liability company (the "Assignor"), to AFG HOLDING, LLC, an Oklahoma limited liability company (the "Assignee"), for the United States, its territories and possessions, and worldwide, all of the Assignor's right, title, and interest in and to each of the trade secrets and all proprietary information, know how, show how, or technical data related to or used in the conduct of the business of Assignor and proprietary documentation relating thereto throughout the world; all trade names, trademarks, service marks, or logos (whether registered or in common law) relating to or used in the conduct of the business of Assignor and any registrations and any registrations or applications for registration therefore throughout the world; all copyrights (whether registered or in common law) relating to or used in the conduct of the business of Assignor and any registrations or applications for registration therefore throughout the world; all databases and data collections relating to or used in the conduct of the business of Assignor and all rights therein throughout the world; all domain names, and web sites relating to or used in the conduct of the business of Assignor; all curriculum and products offered by Assignor in the conduct of its business, including the names associated with such curriculum or products; and any similar or equivalent rights to any of the foregoing anywhere in the world used in, for, or by, or that relates to the business of Assignor (collectively, the "Intellectual Property").

WHEREAS, the Assignor desires to assign and the Assignee desires to acquire the Intellectual Property assets of the Assignor;

WHEREAS, Assignor has adopted, used, is using and is the owner of the Intellectual Property, and has agreed to transfer and assign the Intellectual Property to the Assignee as provided herein;

NOW, THEREFORE, for good and valuable consideration received, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto the Assignee all of its right, title, and interest in the United States of America (the "US") and worldwide in and to the Intellectual Property, together with all of the goodwill associated with and symbolized by such Intellectual Property, the applications and registrations thereof and therefor, and any rights of the Assignor to sue any third parties for any past infringement of or to the Intellectual Property, and the valid and effective licensing agreements with third parties, for the use of Assignee and its successors, assigns or other legal representatives and to prosecute such applications and registrations in the United States Patent and Trademark Office and other foreign trademark offices.

Nothing contained in this Intellectual Property Assignment shall be deemed to supersede any of the representations, warranties, covenants or otherwise expand any of the rights or remedies of the Assignee with respect to the transactions contemplated thereby. This Intellectual Property Assignment is binding on the Assignor and its successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

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SIGNATURES FOLLOW

IN WITNESS WHEREOF, intending to be legally bound hereby, the Assignor and the Assignee have duly executed this Trademark Assignment effective as of the date first set forth above.

LOYALTY BOUND, LLC

By: Taya Kyle
Name: Taya Kyle
Title: Managing member


AFG HOLDING, LLC


By: Taya Kyle
Name: Taya Kyle
Title: Manager

Signature Page to Trademark Assignment

Schedule A

Registered Trademarks, Service Marks and Copyrights

Mark	Country	Reg. / App. No.	Class and Goods / Services
CHRIS KYLE FROG	United States	4,933,442	025 for clothing, namely, shirts, hats, tops, boots and pants
CHRIS KYLE	United States	6,190,051	025 for clothing, namely, shirts, t-shirts, tank top shirts, long-sleeved shirts, short-sleeved shirts, p hooded sweatshirts, hats, caps, and footwear
CHRIS KYLE	United States	6,042,802	035 and 036 for charitable services, namely, org developing projects for the benefit of military ve responders, and their families; and charitable fu
CHRIS KYLE THE LEGEND	United States	6,309,186	027 for aftermarket automobile and truck acces- floor mats
CHRIS KYLE WARRIOR	United States	6,335,305	025 for clothing, namely, shirts and caps
CK WARRIOR	United States	6,047,979	025 for clothing, namely, shirts and caps
CRAFT & DESIGN	United States	4,702,797	045 fo consulting services in the field of militar tactics, military and police strategies, personal se use of firearms for security purposes
AMERICAN SNIPER	United States	5,551,199	036 for charitable fundraising services; charitabl services by means of organizing, arranging and events for the benefit of military veterans and it
AMERICAN SNIPER SHOOTOUT	United States	5,174,185	036 for charitable fundraising services by mean and conducting special events
AMERICAN SNIPER	United States	5,008,303	025 for clothing, namely, shirts and t-shirts
CHRIS KYLE C K "THE LEGEND" & DESIGN	United States	4,587,107	006, 009, 016, 025 and 028 for road sign of meta cases, decals, shirts and ornamental cloth patch.
CHRIS KYLE THE LEGEND	United States	6,003,329	012 for aftermarket automobile and truck acces- fitted seat covers and steering wheel covers
AMERICAN SNIPER	United States	90/590,722	013 for ammunition
CHRIS KYLE	United States	90/689,619	013 for ammunition and component parts for an
	United States	90/691,297	013 for ammunition and component parts for an

AMERICAN SNIPER	WIPO	1605207	013 for ammunition; *in Albania, Australia, Bo Herzegovina, Belarus, Canada, China, Egypt, Eu United Kingdom, Israel, India, Morocco, Mexic Romania, Russia, Turkey, Peru, South Africa, U Emirates.
AMERICAN SNIPER	Peru	314175	013 for ammunition
AMERICAN SNIPER	South Africa	2021/14557	013 for ammunition
AMERICAN SNIPER	United Arab Emirates	356266	013 for firearms; ammunition and projectiles; e fireworks
	United States	90/727,275	013 for ammunition and component parts for an
CRAFT	United States	90/727,270	013 for ammunition and component parts for an