

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM793623

<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>
King Athletic LLC		03/03/2023	Limited Liability Company: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Aleva Brands, LLC		
<b>Street Address:</b>	1840 Enterprise Drive		
<b>City:</b>	Rochester Hills		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48309		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4710356	KING ATHLETIC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5139778141		
<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>	5139778527		
<b>Email:</b>	april.besl@dinsmore.com		
<b>Correspondent Name:</b>	April L. Besl		
<b>Address Line 1:</b>	255 E. 5th St., Suite 1900		
<b>Address Line 2:</b>	Dinsmore & Shohl LLP		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>ATTORNEY DOCKET NUMBER:</b>	106956-15		
<b>NAME OF SUBMITTER:</b>	April L Besl		
<b>SIGNATURE:</b>	/april l besl/		
<b>DATE SIGNED:</b>	03/10/2023		
<b>Total Attachments: 2</b>			
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## ASSIGNMENT OF TRADEMARK

This Trademark Assignment is between King Athletic LLC (hereinafter “**Assignor**”), and Aleva Brands, LLC, a limited liability company of Michigan, having a principal address of 1840 Enterprise Drive, Rochester Hills, Michigan 48309 USA (hereinafter “**Assignee**”).

**WHEREAS**, Assignor is the owner of all of the right, title and interest in and to U.S. Trademark Registration No. 4710356 for the **KING ATHLETIC** trademark (Mark), along with all the goodwill associated with the Mark;

**WHEREAS**, Assignee is desirous of acquiring Assignor’s entire right, title and interest in and to the Mark, along with all of the goodwill associated therewith, together with substantially all assets and the portion of the business to which the Mark pertains; and

**WHEREAS**, Assignor and Assignee are desirous of making this Trademark Assignment a matter of record.

**NOW, THEREFORE**, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Mark, along with all of the goodwill associated therewith, together with substantially all assets and the portion of the business to which the Mark pertains.

**FURTHER**, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Mark hereby assigned.

***[Signature Page to Follow]***

WHEREFORE, the parties have duly executed this Assignment of Trademark on the date indicated below.

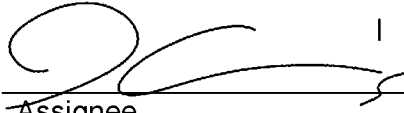
Date: MARCH 3, 2023



\_\_\_\_\_  
Assignor

By: Derek Gaskins, CEO

Date: MARCH 3, 2023



\_\_\_\_\_  
Assignee

By: Derek Gaskins, CEO

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