

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM810383

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nite Ize, Inc.		05/11/2023	Corporation: COLORADO
RECEIVING PARTY DATA			
Name:	TRU Zip LLC		
Street Address:	5660 Central Avenue		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	Limited Liability Company: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5717742	TRU	
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:	4046927734		
Email:	christie@Eligonip.com		
Correspondent Name:	Christie Searls		
Address Line 1:	6596 Roswell Road, Suite G-6694		
Address Line 4:	Atlanta, GEORGIA 30328		
ATTORNEY DOCKET NUMBER:	0979.248TMUS		
NAME OF SUBMITTER:	Christie Searls		
SIGNATURE:	/Christie Searls/		
DATE SIGNED:	05/15/2023		
Total Attachments: 2			
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OP \$40.00 5717742

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("ASSIGNMENT") is made by and between Nite Ize, Inc., a Colorado corporation, having an address of 5660 Central Avenue, Boulder, Colorado 80301 ("ASSIGNOR"), and TRU Zip LLC, a Colorado limited liability company, having an address of 5660 Central Avenue, Boulder, Colorado 80301 ("ASSIGNEE"), as follows:

RECITALS

WHEREAS, ASSIGNOR has adopted and used, or intends to use, or otherwise owns the trademarks set forth in the attached SCHEDULE, said trademarks, including all registrations and applications for registration and all rights to sue and recover for past infringement, and all goodwill associated therewith, being collectively referred to as the "ASSIGNED TRADEMARKS;" and

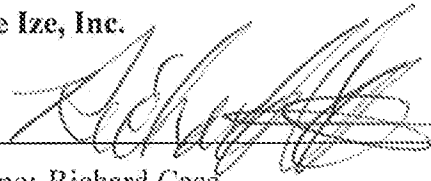
WHEREAS, ASSIGNEE and ASSIGNOR wish to transfer record title of the ASSIGNED TRADEMARKS and to execute a document suitable for recordation in the United States Patent and Trademark Office and other trademark offices worldwide.

AGREEMENT

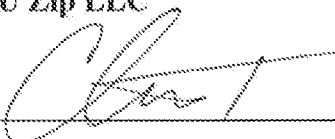
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, the ASSIGNOR and the ASSIGNEE agree as follows: ASSIGNOR does grant, assign, transfer, convey, and deliver to ASSIGNEE all of ASSIGNOR's right, title and interest in, to, and under the ASSIGNED TRADEMARKS throughout the world, including common law rights, together with the goodwill of the business in connection with which the ASSIGNED TRADEMARKS have been used in the United States or any other countries.

The parties have caused their duly authorized representative to execute this Agreement effective as of the last date entered below.

Nite Ize, Inc.

By: 
Name: Richard Case
Title: Chief Executive Officer
Date: May 11, 2023

TRU Zip LLC

By: 
Name: Clint Todd
Title: Registered Agent
Date: 05/11/23

SCHEDULE

Trademark	Country Registration No.	Registration Date	Class	Status
TRU	United States of America 5717742	April 2, 2019	26	Registered
TRU	Australia 1925550	April 21, 2020	26	Registered
TRU	United Kingdom UK00917898745	September 7, 2018	26	Registered
TRU	European Union 017898745	September 7, 2018	26	Registered