

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM869278




SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ariat International, Inc.		10/30/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Don 1928, LLC		
Street Address:	1300 Evans Ave., No. 880154		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94188		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	7076452	TEXAS RATTLERS	
Registration Number:	7076734	RATTLERS	
Registration Number:	7076735	RATTLERS	
Registration Number:	7076736		
CORRESPONDENCE DATA			
Fax Number:	5032247329		
	<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:	503-224-7529		
Email:	robin@krdglaw.com		
Correspondent Name:	Kolitch Romano Dascenzo Gates LLC		
Address Line 1:	621 SW Morrison Street, #1100		
Address Line 4:	Portland, OREGON 97205		
ATTORNEY DOCKET NUMBER:	AAT2D6		
NAME OF SUBMITTER:	David S. D'Ascenzo		
SIGNATURE:	/David S. D'Ascenzo/		
DATE SIGNED:	01/18/2024		
Total Attachments: 1	source=20231030_Trademark_Assignment_AAT2D6#page1.tif		

OP \$115.00 7076452

TRADEMARK ASSIGNMENT

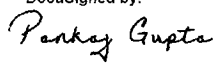
This Trademark Assignment Agreement ("Agreement") is by and between Ariat International, Inc., a California corporation having a principal place of business located at 1500 Alvarado Street, Suite 100, San Leandro, California 94577 ("Ariat"), and The Don 1928, LLC, a Delaware limited liability company having a principal place of business located at 1300 Evans Ave., No. 880154, San Francisco, California 94188 ("Don 1928"). The Effective Date of this Agreement is the date of last signature below.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Ariat assigns to Don 1928 all of Ariat's right, title, and interest in the trademark registrations (the "Assigned Registrations") presented in the following table and the goodwill associated with the Assigned Registrations.

Mark	Reg. No.	Reg. Date	Serial No.	Filing Date
TEXAS RATTTLERS	7076452	June 6, 2023	97/010,734	September 3, 2021
	7076734	June 6, 2023	97/104,097	November 2, 2021
	7076735	June 6, 2023	97/104,301	November 2, 2021
	7076736	June 6, 2023	97/104,308	November 2, 2021

Intending to be legally bound, the Parties have had this Agreement executed below by their duly authorized representatives.

Ariat International, Inc.

DocuSigned by:

 Signed: _____
40CC02A7F638416...
 Name: Pankaj Gupta
 Title: COO/CFO
 Date: 10/30/2023

The Don 1928, LLC

DocuSigned by:

 Signed: _____
E07AF2F6AF814C8...
 Name: Mark George
 Title: Chairman/Managing Member
 Date: 10/27/2023