

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM298823

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	10/22/2010		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Idalex Technologies, Inc.		10/22/2010	CORPORATION: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Coolerado Corporation		
<b>Street Address:</b>	4430 Glencoe St.		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80216		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3297895	COOLERADO	
<b>Registration Number:</b>	3282977	COOLERADO COOLER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3039575583		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(303) 295-8119		
<b>Email:</b>	jshajek@hollandhart.com		
<b>Correspondent Name:</b>	Janet Shih Hajek		
<b>Address Line 1:</b>	Holland & Hart LLP		
<b>Address Line 2:</b>	P.O. Box 8749		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>ATTORNEY DOCKET NUMBER:</b>	76600.0002		
<b>NAME OF SUBMITTER:</b>	Janet Shih Hajek		
<b>SIGNATURE:</b>	/Janet Shih Hajek/		
<b>DATE SIGNED:</b>	03/21/2014		
<b>Total Attachments: 2</b>			
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## NUNC PRO TUNC TRADEMARK CONFIRMATORY ASSIGNMENT

WHEREAS, Idalex Technologies, Inc., a Colorado corporation ("Idalex"), is the record owner of the trademarks COOLERADO and COOLERADO & Design, registered with the U.S. Patent & Trademark Office under U.S. Reg. Nos. 3,297,895 and 3,282,977 (the "Trademarks");

WHEREAS, on October 22, 2010, Idalex and Coolerado Corporation, a Delaware corporation ("Coolerado") entered into an Intellectual Property Assignment Agreement (the "IP Assignment Agreement") which included, among other things, an assignment of Intellectual Property, as defined in the IP Agreement from Idalex to Coolerado;

WHEREAS, Idalex wishes to confirm its sale and transfer of the Trademarks at the time the IP Assignment Agreement was entered, together with the goodwill of the business connected with the Trademarks, to Coolerado;

WHEREAS, Coolerado wishes to confirm its acquisition of the Trademarks at the time the IP Assignment Agreement was entered, together with the goodwill of the business connected with the Trademarks, from Idalex;

NOW THEREFORE, in consideration of the foregoing and the consideration conveyed under the terms of the IP Assignment Agreement, the receipt and sufficiency of which is hereby acknowledged, Idalex hereby confirms its assignment, conveyance, and transfer to Coolerado of the entire right, title and interest in and to the Trademarks, together with the associated goodwill in the Trademarks and in the business, products, and services symbolized by the Trademarks, including any and all common law rights, priorities, and privileges.

Idalex also confirms its assignment, conveyance and transfer to Coolerado of (a) all of its right, title, and interest in and to all proceeds or damages past, present, or future, (b) the right to bring suit and recover damages for past claims or causes of action arising from or relating to the Trademarks, including infringement, and (c) all applications and registrations for the Trademarks that Idalex holds or controls, including the right to file additional trademark applications and to all resulting registrations.


Idalex will sign such additional documents as may be necessary to perfect or record the assignment and to carry out the intent of the Parties as reflected in this Nunc Pro Tunc Trademark Confirmatory Assignment (the "Trademark Assignment") and the IP Assignment Agreement.

*[Continues on following page.]*

This Trademark Assignment is expressly made NUNC PRO TUNC and duly executed by the undersigned authorized representatives, having the same legal force and effect as if executed on October 22, 2010:

For Coolerado Corporation:

For Idalex Technologies, Inc.:



By: Thomas J Teynor

By: Alan D. Gillan

Title: CEO

Title: President

Date: 3-20-14

Date: 3-20-14

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