

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341047

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/16/2012		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Century Boat Co., Inc.		05/08/2015	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	All Craft Marine, LLC		
Street Address:	15020 Dawson Drive		
City:	Dade City		
State/Country:	FLORIDA		
Postal Code:	33523		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3699442	DEMAND IT ALL	
CORRESPONDENCE DATA			
Fax Number:	6504634199		
<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:	6504634000		
Email:	pam.rolph@hoganlovells.com		
Correspondent Name:	Jennifer M. Lantz/Hogan Lovells US LLP		
Address Line 1:	4085 Campbell Avenue, Suite 100		
Address Line 4:	Menlo Park, CALIFORNIA 94025		
ATTORNEY DOCKET NUMBER:	040368.000008		
NAME OF SUBMITTER:	Jennifer M. Lantz		
SIGNATURE:	/Jennifer M. Lantz/		
DATE SIGNED:	05/12/2015		
Total Attachments: 3			
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NUNC PRO TUNC TRADEMARK ASSIGNMENT

This nunc pro tunc Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 16th day of January, 2012 by and between Century Boat Co., Inc. a Florida corporation, having a place of business at 6725 Bayline Drive, Panama City, Florida 32404 (hereinafter referred to as "ASSIGNOR") and All Craft Marine, LLC, a limited liability corporation, located at 15020 Dawson Drive, Dade City, Florida 33523 (hereinafter referred to as "ASSIGNEE").

WHEREAS ASSIGNOR is the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (the "Trademarks");

WHEREAS, ASSIGNOR is the owner of federal trademark applications relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (the "Registrations");

WHEREAS, in 2012 Assignor intended to sell, assign and transfer, and sold, assigned and transferred, all of its right, title and interest, in the trademarks listed in Schedule A to Assignee; and

WHEREAS, the Assignor and Assignee are desirous of confirming the sale, assignment and transfer of all Assignor's right, title and interest in and to the trademarks listed in Schedule A.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks set forth in Schedule A and the Registrations set forth in Schedule B; and any and all other rights appurtenance thereto, including but not limited to, any and all common law rights, causes of action, the right to recover for past infringement, all tangible assets which are indicia of the goodwill of the Trademarks of the business, and all other associated goodwill along with the portion of the business to which they pertain.

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This Assignment may be executed in one or more counterparts, each of which will be deemed an original copy of this agreement, but all of which shall be considered one instrument and will become a binding agreement when one or more counterparts have been signed by each of the parties and delivered to the other party. A facsimile of this agreement, bearing a party's signature or a printed copy of the original, signed document scanned in a ".pdf" format shall have the same legal force and effect as an original of such signature and shall be treated as an original document.

Century Boat Company, Inc.

By: 

Name: Dean Burnett

Title: Vice President/General Manager

Date: 5/5/15

All Craft Marine, LLC

By: 

Name: Bryan Lewis

Title: President

Date: 5-8-15

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Mark: DEMAND IT ALL

SCHEDULE B

Federal Trademark Registrations:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>FILING DATE</u>	<u>INTL. CLASSES</u>
DEMAND IT ALL	3699442	6/18/2007	12, 18, 20, 21, 25 & 28