

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM362656

<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>
Crane Acquisition, LLC		10/31/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CPP Holding Company, LLC		
<b>Street Address:</b>	3408 Democrat Road		
<b>City:</b>	Memphis		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38118		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2373212	FIREWIRE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7043774814		
<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>	704 417 3049		
<b>Email:</b>	donna.millard@nelsonmullins.com, ip@nelsonmullins.com		
<b>Correspondent Name:</b>	Karl S. Sawyer, Jr.		
<b>Address Line 1:</b>	100 N Tryon St., BOA Corp. Ctr. 42nd Fl.		
<b>Address Line 2:</b>	Nelson Mullins Riley & Scarborough LLP		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28202		
<b>ATTORNEY DOCKET NUMBER:</b>	46036/09015CPPHOLDING		
<b>NAME OF SUBMITTER:</b>	Karl S. Sawyer, Jr.		
<b>SIGNATURE:</b>	/ Karl S. Sawyer, Jr. /		
<b>DATE SIGNED:</b>	11/17/2015		
<b>Total Attachments: 2</b>			
source=FIREWIRE Assignment#page1.tif			
source=FIREWIRE Assignment#page2.tif			

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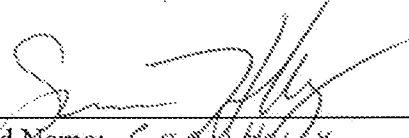
**TRADEMARK/SERVICE MARK ASSIGNMENT**

WHEREAS, **Crane Acquisition, LLC**, a Limited Liability Company of the State of Delaware ("**Assignor**"), with a principal place of business at 25402 County Hwy Y, Richland Center, Wisconsin 53581, owns all rights, title and interest in and to U.S. Trademark Registration No. 2,373,212, Dated August 1, 2000, for FIREWIRE (the **Mark**).

WHEREAS, **CPP Holding Company, LLC**, a Limited Liability Company of the State of Florida ("**Assignee**"), with a principal place of business at 3408 Democrat Road, Memphis, Tennessee 38118, is desirous of acquiring all rights, title and interests in and to the **Mark**, together with the goodwill associated therewith.

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged by Assignor and Assignee, Assignor does hereby sell, assign, transfer and convey unto Assignee, its successors and assigns, all rights, title and interests in and to the **Mark** together with the goodwill associated therewith and symbolized thereby, and together with all claims for damages by reason of past infringement of said mark with the right to sue, recover and retain damages for any past, current or future infringement of the **Mark** for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

**ASSIGNOR:**  
**Crane Acquisition, LLC**

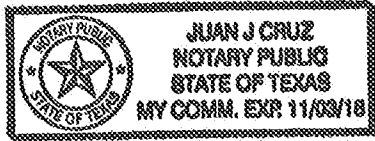
By:   
Printed Name: Sarah Hewitt  
Title: MANAGING MEMBER

Date: OCTOBER 31, 2015

State of TEXAS

County of TARRANT

Before me personally appeared Sean M. Holly, the above-identified individual who acknowledged that he executed the foregoing assignment in the capacity indicated on behalf of Crane Acquisition, LLC, on the 31st of October, 2015.



[Signature]  
Notary Public in and for  
State of TEXAS

My Commission Expires: 11-03-18

**ASSIGNEE:**  
**CPP Holding Company, LLC**

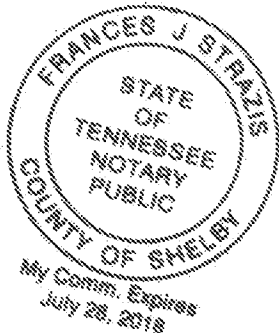
By: [Signature]  
Printed Name: Ronald L. Coleman  
Title: Manager

Date: 10-21-2015

State of Tennessee

County of Shelby

Before me personally appeared Ronald L. Coleman, the above-identified individual who acknowledged that he executed the foregoing assignment in the capacity indicated on behalf of CPP Holding Company, LLC, on the 21st of October, 2015.



[Signature]  
Notary Public in and for  
State of Tennessee

My Commission Expires: 7-26-18