

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396626

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Spyke, Inc.		03/21/2015	Corporation: IOWA
RECEIVING PARTY DATA			
Name:	PERTRONIX, INC.		
Street Address:	440 East Arrow Highway		
City:	San Dimas		
State/Country:	CALIFORNIA		
Postal Code:	91773		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2289816	UNLESS YOU'RE THE LEAD DOG, THE VIEW NEV	
CORRESPONDENCE DATA			
Fax Number:	3102014746		
<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:	310-553-4441		
Email:	sgold@troygould.com		
Correspondent Name:	Sharon R. Gold		
Address Line 1:	1801 Century Park East, Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
NAME OF SUBMITTER:	Sharon R. Gold		
SIGNATURE:	/Sharon R. Gold/		
DATE SIGNED:	08/29/2016		
Total Attachments: 2			
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source=Trademark Assignment for UNLESS YOURE THE LEAD DOG#page2.tif			

OP \$40.00 2289816

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Spyke, Inc

- Individual(s)
- Partnership
- Corporation- State: IOWA
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) May 8, 2015

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Pertronix, Inc.

Street Address: 440 E. Arrow Hwy

City: San Dimas

State: California

Country: United States Zip: 91773

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship California
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

75-376955

B. Trademark Registration No.(s)

2289816

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

UNLESS YOU'RE THE LEAD DOG, THE VIEW NEVER CHANGES!

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Tom Reh, Pertronix, Inc.

Internal Address: _____

Street Address: 440 E. Arrow Highway

City: San Dimas

State: California Zip: 91773

Phone Number: (909)599-5955

Docket Number: P2061-010

Email Address: treh@pertronix.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ _____

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:

William McCarroll
Signature
William McCarroll

08/29/16
Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: _____

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Supplemental Bill of Sale

This Supplemental Bill of Sale is given to be effective as of the Effective Date set forth below by Spyke, Inc., an Iowa corporation ("Spyke") to and for the benefit of Pertronix, Inc., a California corporation ("Pertronix") and is meant to be in addition to and supplement that certain Bill of Sale dated March 21, 2015 and given by Spyke and well as William C. McCahill and Steven C. Campbell to Pertronix.

For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Spyke does hereby assign and transfer to Pertronix all of Spyke's rights, titles and interests in, to and arising from that certain Trademark:

"UNLESS YOU'RE THE LEAD DOG, THE VIEW NEVER CHANGES!"

United States Registration # 2289816 (the "Mark") including, without limitation, all goodwill arising from the Mark and its use in commerce.

Effective Date: March 21, 2015

Spyke, Inc., an Iowa corporation

by Bill McCah
its William McCahill