

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM429433

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SCP Distributors LLC		04/28/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Alliance Trading, Inc.		
Street Address:	109 Northpark Boulevard		
City:	Covington		
State/Country:	LOUISIANA		
Postal Code:	70433		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3654645	LINCOLN AQUATICS	
Registration Number:	4866604	LINCOLN AQUATICS	
CORRESPONDENCE DATA			
Fax Number:	6152591470		
<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:	6152591450		
Email:	trademarks@arlaw.com		
Correspondent Name:	Edward Playfair		
Address Line 1:	424 Church Street		
Address Line 2:	Suite 2700		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	009337-53		
NAME OF SUBMITTER:	Edward Playfair		
SIGNATURE:	/Edward Playfair/		
DATE SIGNED:	05/31/2017		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** is entered into as of April 28, 2017, by and between SCP Distributors LLC, a Delaware limited liability company ("Assignor"), and Alliance Trading, Inc., a Delaware corporation (the "Assignee");

WHEREAS, Assignor owns the following trademarks and the associated U.S. trademark registrations (together the "Marks"):


- LINCOLN AQUATICS, reg. no. 3654645; and

-  **LINCOLN**
AQUATICS, reg. no. 4866604;

WHEREAS, Assignee is desirous of acquiring the Marks, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks throughout the world, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, and all causes of action and claims based on past actions or infringement related to the Marks, along with any right to sue and recover for damages and profits.

SCP Distributors LLC

Signature: 

Name: Jennifer M. Neil

Title: Chief Legal Officer and Secretary