

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM433225

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sportdecals Sport & Spirit Products, Inc.		05/05/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Bay Marketing Group, Inc.		
Street Address:	2504 Spring Ridge Drive		
City:	Spring Grove		
State/Country:	ILLINOIS		
Postal Code:	60081		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4272264	HDHD	
Registration Number:	3360663	HDHD HIGH DEF HELMET DECALS	
Registration Number:	2075300	GALAPAGOS	
Registration Number:	2041676	SPORTDECALS	
Serial Number:	78800404	HIGH DEF HELMET DECALS	
Registration Number:	2715672	CAN'T BE TAMED	
Registration Number:	2654323	CAN'T BE TAMED	
Serial Number:	86847025	TEAMWEAR1 CUSTOMIZED BY SPORTDECALS	
Serial Number:	86847024	TEAMWEAR1	
CORRESPONDENCE DATA			
Fax Number:	2626326900		
<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:	2626326900		
Email:	trademarks@janlaw.com		
Correspondent Name:	John E. Munger		
Address Line 1:	601 Lake Ave.		
Address Line 4:	Racine, WISCONSIN 53403		
NAME OF SUBMITTER:	John E. Munger		

CH \$240.00 4272264

SIGNATURE:	/John E. Munger/
DATE SIGNED:	06/29/2017
Total Attachments: 5 source=Executed IP Assignment#page1.tif source=Executed IP Assignment#page2.tif source=Executed IP Assignment#page3.tif source=Executed IP Assignment#page4.tif source=Executed IP Assignment#page5.tif	

ASSIGNMENT

This Agreement is effective May 5, 2017, by and between Sportdecals Sport and Spirit Products, Inc. d/b/a Sportdecals, Inc., a Delaware corporation with an address at 2504 Spring Ridge Drive, Spring Grove, Illinois (hereinafter "Assignor") and Bay Marketing Group, Inc., an Illinois corporation with an address at 2504 Spring Ridge Drive, Spring Grove, Illinois (hereinafter "Assignee").

WHEREAS, Assignor adopted and used the trademarks shown on Schedule A attached hereto and made a part hereof in at least the United States and Assignor is the owner of all worldwide right, title and interest in and to the trademarks and copyrights shown on Schedule A and all common law rights in said trademarks; and

WHEREAS, Assignor desires to assign, and Assignee desires to acquire all worldwide right, title and interest in and to the trademarks and copyrights shown on Exhibit A and all common law rights in said trademarks, together with the goodwill of the business symbolized by said trademarks;

NOW THEREFORE, for the amount of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has agreed to sell, convey, transfer, assign, and deliver and by these presents does hereby sell, convey, transfer, assign, and deliver unto Assignee, its successors and assigns the entire worldwide right, title, and interest in, to, and under the trademarks and copyrights shown on Schedule A attached hereto and made a part hereof, including all common law rights and foreign rights in said trademarks, together with the goodwill of the business symbolized by the trademarks shown on Schedule A, and all rights to sue and recover for any past infringements of said trademarks and copyrights, the same to be held and enjoyed by the said Assignee for its own use and behalf and for its successors and assigns.

Assignor shall, upon the reasonable request of Assignee and at the Assignee's expense, execute and deliver such additional documents as may be necessary or convenient for the purpose of evidencing or perfecting any rights or interests arising under this Agreement.

This Agreement fully and completely divests Assignor of any and all worldwide right, title and interest in, to and under the aforesaid trademarks and copyrights and the related business. Assignor will not adopt any trademarks marks similar to those on Schedule A in the future.

This Agreement may be signed using one or more counterparts, each of which when signed shall be deemed to be an original and all of which when taken together shall constitute one and the same agreement.


TRADEMARK

REEL: 006095 FRAME: 0215

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed effective *nunc pro tunc* as of May 5th, 2017.

ASSIGNOR:

Sportdecals Sport and Spirit Products, Inc.


By: Michael McInerney, its VP and Secretary

Date: 5/5/17

ASSIGNEE:

Bay Marketing Group, Inc.

By: Christopher Gagnon, its President

Date: _____

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed effective May 5, 2017.

ASSIGNOR:


Sportdecals Sport and Spirit Products, Inc.,
d/b/a Sportdecals, Inc.

By: _____

Date: _____

ASSIGNEE:

Bay Marketing Group, Inc.


By: Christopher Gagnon, its President

Date: 5-5-17

CA

**Exhibit A
Copyrights and Trademarks
Sportdecals Sport and Spirit Products, Inc. to Bay Marketing, Inc.**

Copyrights

TITLE	REG. No.	REG. DATE	SECURITY INTEREST
FOOTBALL ISSUE: SPRING 1998	CSN0126653	11/4/1998 & 1999	
FALL 1998 SPOTLIGHT ON EXCELLENCE CATALOG	VA974346	2/23/1999	
KWIK SHIP, SUMMER/FALL 1998	TX4880093	10/26/1998	
FOOTBALL: WINTER 1998	TXu880729	10/29/1998	
SPORTDECALSKWIK! ALL SPORT: TEAM IDENTITY, PRIDE, SPIRIT, FUNDRAISING: CATALOG ISSUE: 15 OCT-15 NOV 1994	CSN0106519	8/30/1993 & 11/16/1994 & 1995	
CELEBRATIONS KWIK I A DIVISION OF SPORTDECALSKWIK!:CLASS EVENTS, HOMECOMING, PARADES, DANCES: CATALOG ISSUE: FALL 1993	CSN0104913	12/20/1993 & 1994	

Trademarks

MARK	SER.NO.	FILE DATE	REG. NO.	REG. DATE	SECURITY INTEREST
HDHD	85634660	5/24/2012	4272264	1/8/2013	TCF Bank
HDHD HIGH DEF HELMET DECALS	78800389	1/26/2006	3360663	12/25/2007	TCF Bank
GALAPAGOS	75068018	2/15/1996	2075300	7/1/1997	TCF Bank
SPORTDECALS	74709734	8/1/1995	2041676	3/4/1997	TCF Bank
HIGH DEF HELMET DECALS	78800404	1/26/2006	Abandoned 1/25/2007	n/a	TCF Bank
CAN'T BE TAMED & DESIGN	Dead - 76435252	7/25/2002	Dead - 2715672	5/13/2003	TCF Bank
CAN'T BE TAMED	Dead - 76368794	2/8/2002	Dead - 2654323	11/26/2002	TCF Bank
MARK	SER.NO.	FILE DATE	REG. NO.	REG. DATE	SECURITY INTEREST

2017-01-10

WE'VE GOT A DECAL FOR THAT!	Inactive		Inactive Illinois Registration - 101639	4/29/2010	
TEAMWEAR1 CUSTOMIZED BY SPORTDECALS & DESIGN	86847025	12/11/2015	N/A - Application is allowed	N/A - Application is allowed	N/A
TEAMWEAR1	86847024	12/11/2015	N/A - Application is allowed	N/A - Application is allowed	N/A