

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM442965

<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>
Casad Company, Inc.		09/12/2017	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HighLift, LLC		
<b>Street Address:</b>	1978 Havemann Rd.		
<b>Internal Address:</b>	#159		
<b>City:</b>	Celina		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45822		
<b>Entity Type:</b>	Limited Liability Company: OHIO		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4513593	TOTALLY	
<b>Registration Number:</b>	4513592	TOTALLY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8009610363		
<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>	(314) 749-4059		
<b>Email:</b>	pto@yourtrademarkattorney.com		
<b>Correspondent Name:</b>	Morris E. Turek		
<b>Address Line 1:</b>	167 Lamp and Lantern Village		
<b>Address Line 2:</b>	#220		
<b>Address Line 4:</b>	Chesterfield, MISSOURI 63017-8208		
<b>NAME OF SUBMITTER:</b>	Morris E. Turek		
<b>SIGNATURE:</b>	/met20/		
<b>DATE SIGNED:</b>	09/13/2017		
<b>Total Attachments: 2</b>			
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OP \$65.00 4513593

## TRADEMARK ASSIGNMENT

WHEREAS, Casad Company, Inc. ("Assignor"), an Ohio corporation with a mailing address of 450 S. 2nd St., Coldwater, Ohio 45828, is the owner of the following trademarks currently in use in commerce and registered in the United States Patent and Trademark Office:

**TOTALLY** (Reg. No. 4,513,593) for "on-line retail store services featuring custom imprinted promotional products," in International Class 35, and "custom imprinting of promotional products," in International Class 40



(Reg. No. 4,513,592) for "on-line retail store services featuring custom imprinted promotional products," in International Class 35, and "custom imprinting of promotional products," in International Class 40

WHEREAS, HighLift, LLC ("Assignee"), an Ohio limited liability company with a mailing address of 1978 Havemann Rd., #159, Celina, Ohio 45822, is desirous of acquiring said trademarks and federal trademark registrations.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns, all rights, title, and interest in and to the said trademarks and federal trademark registrations, together with the goodwill of the ongoing business symbolized by said trademarks, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages for any past, present, or future infringement or misappropriation of said trademarks.

By their execution below, Assignor and Assignee have agreed to all of the terms and conditions of this Trademark Assignment and represent and warrant to each other that (i) each party has the right and power to enter into this Trademark Assignment and to perform all duties contained or referenced herein; (ii) the individual signatories are empowered and authorized to sign this Trademark Assignment and to bind their respective business entities; (iii) this Trademark Assignment is valid, legal, and binding; and (iv) this Trademark Assignment does not contravene any other agreement or contract to which Assignor or Assignee is a party.

*[Signature Page to Follow]*

CASAD COMPANY, INC.  
("Assignor")

HIGHLIFT, LLC  
("Assignee")

By: Thomas R. Casad

By: Thomas R. Casad

Name: Thomas R. CASAD

Name: Thomas R. CASAD

Title: Pres

Title: PRES

Dated: 9/12/17

Dated: 9/12/17