

TRADEMARK ASSIGNMENT COVER SHEET

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900430488

ETAS ID: TM452829

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crane Co.		11/02/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Crane Merchandising Systems, Inc.		
Street Address:	3330 Crane Way		
City:	Williston		
State/Country:	SOUTH CAROLINA		
Postal Code:	29853		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	2546910	AUTOMATIC PRODUCTS INTERNATIONAL, LTD.	
Registration Number:	4250591	CURRENZA NAVIGATOR	
Registration Number:	2312255	GPL	
Registration Number:	3576836	MERCHANT	
Registration Number:	0863092	NATIONAL VENDORS	
Registration Number:	4672027	OLTRE	
Registration Number:	4672028	OLTRE	
Registration Number:	1076856	PPPP POLYVEND	
Serial Number:	86334478	RETAIL INSIGHTS	
Registration Number:	2644217	SUREVEND	
Registration Number:	4559474	VOCE	
CORRESPONDENCE DATA			
Fax Number:	9726283616		
<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:	972-628-3600		
Email:	trademarks@munckwilson.com		
Correspondent Name:	Amanda K. Greenspon		
Address Line 1:	P.O. DRAWER 800889		
Address Line 2:	Docket Clerk		

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Address Line 4:	Dallas, TEXAS 75380
ATTORNEY DOCKET NUMBER:	CRAN01-00689
NAME OF SUBMITTER:	Amanda K. Greenspon
SIGNATURE:	/AKG-aeh/
DATE SIGNED:	12/01/2017
Total Attachments: 7 source=2017 110217 Crane to CMS Trademark Assignment#page1.tif source=2017 110217 Crane to CMS Trademark Assignment#page2.tif source=2017 110217 Crane to CMS Trademark Assignment#page3.tif source=2017 110217 Crane to CMS Trademark Assignment#page4.tif source=2017 110217 Crane to CMS Trademark Assignment#page5.tif source=2017 110217 Crane to CMS Trademark Assignment#page6.tif source=2017 110217 Crane to CMS Trademark Assignment#page7.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT dated November 2nd, 2017 ("Assignment") is entered into by and between Crane Co., a Delaware corporation having a mailing address at 100 First Stamford Place, Stamford, Connecticut 06902 ("Assignor") and Crane Merchandising Systems, Inc., a Delaware corporation having a mailing address at 3330 Crane Way, Williston, SC 29853 ("Assignee").

In consideration of the mutual agreements contained in this assignment and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the Assignor and Assignee agree to the following:

1. **Trademark.** Trademark means the trademark identified in Schedule A, attached hereto.
2. **Assignment.** Assignor owns the Trademark and wishes to sell and assign the Trademark to Assignee. Assignee wishes to purchase and acquire the Trademark from Assignor. Accordingly, Assignor hereby sells, assigns, conveys, grants and transfers to Assignee the following:
 - a. Assignor's entire right, title and interest in and to the Trademark, whether or not registered or issued as of the date of this Assignment, and any and all renewals and extensions (or any legal equivalent), together with all goodwill associated with the Trademark, and the registrations(s) thereof, and the application(s) thereof and further including all income, royalties, damages and the right to sue for past infringement and misappropriations of the Trademark;
 - b. All claims, demands and rights or action, both statutory and based upon common law, that Assignor has or might have by reason of any infringement (or any related claims including, but not limited to, dilution, unfair competition or passing off) of any Trademark which occurred prior to, on or after the date of this Assignment, together with the right to prosecute such claims, demands and rights of action in Assignee's own name; and
 - c. All rights corresponding to the Trademark, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.
3. **Costs.** Assignor and Assignee shall bear their own legal advisor costs, if any. Costs and expenses relating to this Assignment and any official fees or costs in relation to the recordal of this Assignment shall be borne by the Assignee.
4. **Further Assurance.** Assignor agrees that it shall do, execute, acknowledge and deliver all agreements, instruments, or notices as may be reasonably requested by Assignee to further effect and evidence the transactions contemplated.
5. **Enforceability.** If any provision of this Assignment shall be invalid or unenforceable, in whole or in part, or as applied to any circumstance, under the laws of any jurisdiction which may govern for such purpose, then such provision shall be deemed to be modified or restricted to the extent and in the manner necessary to render the same valid and enforceable, either generally or as applied to such circumstance, or shall be deemed excised from this Assignment, as the case may require, and this Assignment shall be construed and enforced to the maximum extent permitted by law as if such provision

had been originally incorporated in this Assignment as so modified or restricted, or as if such provision had not been originally incorporated in this Assignment, as the case may be.

6. **Amendment.** This Assignment may be amended or supplemented only by an instrument in writing signed by Assignor and Assignee.

7. **GOVERNING LAW.** EXCEPT TO THE EXTENT OTHERWISE EXPRESSLY PROVIDED IN THIS ASSIGNMENT, THIS ASSIGNMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE STATE OF CONNECTICUT, WITHOUT GIVING EFFECT TO ITS PRINCIPLES OF CONFLICT OF LAWS.

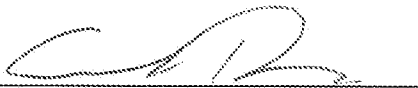
8. **Counterparts.** This Assignment may be executed in counterparts, each of which shall be deemed an original, but which together shall constitute one and the same assignment.

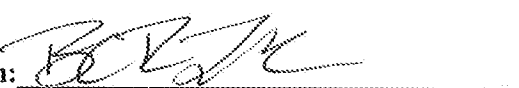
9. **Successors and Assigns.** This Assignment shall be binding upon and inure to the benefit of the parties and their respective successors and permitted assigns.

IN WITNESS WHEREOF, each of Assignor and Assignee has caused this Assignment to be executed as of the date first written above.

Crane Co., as Assignor

Crane Merchandising Systems, Inc., as Assignee

Sign: 

Sign: 

Print: Christopher Dee

Print: BRAD J TEDDER

Title: Assistant Secretary

Title: PRESIDENT, MERCHANDISING SYSTEMS

Schedule A

MARKS AND REGISTRATIONS

Mark Name	Docket Number	Country	Serial Number	Filing Date	Registration Number	Registration Date	Status
AUTOMATIC PRODUCTS (& design)	CRAN01-00579	Argentina	2757573	07/11/2007	2235482	06/19/2008	Registered
AUTOMATIC PRODUCTS (& design)	CRAN01-00580	Australia	1255287	08/05/2008	1255287	08/05/2008	Registered
SUREVEND	CRAN01-00597	Australia	892677	10/18/2001	892677	3/5/2002	Registered
SUREVEND SMART TECHNOLOGY FOR SMART OPERATORS (& design)	CRAN01-00606	Australia	917247	06/21/2002	917247	11/18/2002	Registered
NATIONAL VENDORS	CRAN01-00665	Brazil	819383791	07/19/1996	819383791	06/22/1999	Registered
A LA CARTE	CRAN01-00576	Canada	421581	02/24/1978	235337	08/24/1979	Registered
AUTOMATIC PRODUCTS (& design)	CRAN01-00578	Canada	1504001	11/16/2010	864751	11/08/2013	Registered
CAFÉ DIEM	CRAN01-00691	Canada	1034889	11/04/1999	235337	01/29/2002	Registered
CAFE IV	CRAN01-00692	Canada	1037156	11/23/1999	563069	06/06/2002	Registered
CAFE VII	CRAN01-00693	Canada	1037155	11/23/1999	563070	06/06/2002	Registered
LIVE FOR THE COFFEE	CRAN01-00623	Canada	1035629	11/10/1999	556994	01/29/2002	Registered
POLYVEND	CRAN01-00667	Canada	402246	09/16/1976	224348	11/25/1977	Registered

Schedule A

MARKS AND REGISTRATIONS

Mark Name	Docket Number	Country	Serial Number	Filing Date	Registration Number	Registration Date	Status
SUREVEND	CRAN01-00598	Canada	1118905	10/18/2001	626139	11/22/2004	Registered
SUREVEND GUARANTEED DELIVERY OR YOUR MONEY BACK (& design)	CRAN01-00602	Canada	1197559	11/20/2003	666210	06/16/2006	Registered
SUREVEND SMART TECHNOLOGY FOR SMART OPERATORS (& design)	CRAN01-00605	Canada	1153522	09/23/2002	659224	02/16/2006	Registered
MERCHANT	CRAN01-00621	European Union	6291397	9/10/2007	6291397	6/25/2008	Registered
NATIONAL VENDORS	CRAN01-00664	European Union	2930022	11/12/2002	2930022	1/24/2005	Registered
OLTRE	CRAN01-00662	European Union	10003192	5/13/2011	10003192	9/23/2011	Registered
OLTRE (& design)	CRAN01-00661	European Union	10003201	05/13/2011	10003201	09/27/2011	Registered
POLYVEND (& design)	CRAN01-00587	European Union	138032	04/01/1996	138032	05/13/1998	Registered
SUREVEND	CRAN01-00591	European Union	2415768	10/18/2001	2415768	03/17/2003	Registered
SUREVEND (& design)	CRAN01-00600	European Union	3219987	06/10/2003	3219987	07/16/2004	Registered

Schedule A

MARKS AND REGISTRATIONS

Mark Name	Docket Number	Country	Serial Number	Filing Date	Registration Number	Registration Date	Status
SUREVEND GUARANTEED DELIVERY OR YOUR MONEY BACK (& design)	CRAN01-00601	European Union	3554433	11/25/2003	3554433	02/21/2005	Registered
AUTOMATIC PRODUCTS INTERNATIONAL, LTD. (& design)	CRAN01-00801	France	93451067	01/18/1993	93451067	01/18/1993	Registered
AUTOMATIC PRODUCTS INTERNATIONAL, LTD. (& design)	CRAN01-00583	Italy	30200290106 9867	12/11/1992	1011172	06/08/2006	Registered
AUTOMATIC PRODUCTS A CRANE CO. COMPANY (& design)	CRAN01-00581	Mexico	M1407891	08/28/2013	1415872	11/28/2013	Registered
AUTOMATIC PRODUCTS A CRANE CO. COMPANY (& design)	CRAN01-00582	Mexico	M1407892	08/28/2013	1415873	11/28/2013	Registered
SUREVEND	CRAN01-00593	Mexico	512709	10/18/2001	757612	10/18/2011	Registered
SUREVEND	CRAN01-00594	Mexico	512708	10/18/2001	757611	10/18/2001	Registered
SUREVEND SMART TECHNOLOGY FOR SMART OPERATORS (& design)	CRAN01-00607	Mexico	560896	08/13/2002	773029	12/11/2002	Registered

Schedule A

MARKS AND REGISTRATIONS

Mark Name	Docket Number	Country	Serial Number	Filing Date	Registration Number	Registration Date	Status
SUREVEND	CRAN01-00595	New Zealand	647310	10/18/2001	647310	04/18/2001	Registered
SUREVEND	CRAN01-00596	New Zealand	647311	10/18/2001	647311	04/18/2001	Registered
SUREVEND GUARANTEED DELIVERY OR YOUR MONEY BACK (& design)	CRAN01-00603	New Zealand	704638	11/18/2003	704638	06/03/2003	Registered
SUREVEND SMART TECHNOLOGY FOR SMART OPERATORS (& design)	CRAN01-00604	New Zealand	659494	06/25/2002	659494	03/26/2002	Registered
SUREVEND SMART TECHNOLOGY FOR SMART OPERATORS (& design)	CRAN01-00608	New Zealand	659495	06/25/2002	659495	03/26/2002	Registered
AUTOMATIC PRODUCTS INTERNATIONAL, LTD (& design)	CRAN01-00688	Spain	1736043	12/17/1992	1736043	04/20/1994	Registered
AUTOMATIC PRODUCTS INTERNATIONAL, LTD (& design)	CRAN01-00584	United Kingdom	1521106	12/07/1992	1521106	02/17/1995	Registered
POLYVEND	CRAN01-00586	United Kingdom	1068043	09/07/1976	B1068043	09/07/1976	Registered

Schedule A

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AUTOMATIC PRODUCTS INTERNATIONAL, LTD (& design)	CRAN01-00689	United States	76/218,100	03/02/2001	2,546,910	03/12/2002	Registered
CURRENZA NAVIGATOR	CRAN01-00656	United States	85/171,215	11/08/2010	4,250,591	11/27/2012	Registered
GPL	CRAN01-00624	United States	75/323,939	07/14/1997	2,312,255	01/25/2000	Registered
MERCHANT	CRAN01-00622	United States	77/125,466	03/08/2007	3,576,836	02/17/2009	Registered
NATIONAL VENDORS	CRAN01-00620	United States	72/274,551	06/22/1967	863,092	01/07/1969	Registered
OLTRE	CRAN01-00663	United States	85/290,644	04/08/2011	4,672,027	01/13/2015	Registered
OLTRE (& design)	CRAN01-00666	United States	85/290,653	04/08/2011	4,672,028	01/13/2015	Registered
POLYVEND (& design)	CRAN01-00585	United States	73/095,029	07/29/1976	1,076,856	11/08/1977	Registered
RETAIL INSIGHTS	CRAN01-00588	United States	86/334,478	07/11/2014			Filed
SUREVEND	CRAN01-00599	United States	76/242,815	04/18/2001	2,644,217	10/29/2002	Registered
VOCE	CRAN01-00610	United States	86/104,304	10/29/2013	4,559,474	07/01/2014	Registered -