

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM604177

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/01/2020
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Neverfail Limited		07/01/2020	Corporation: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Hierholzer Holdings Inc.
Street Address:	12400 Highway 71 West
Internal Address:	Suite 350-407
City:	Austin
State/Country:	TEXAS
Postal Code:	78738
Entity Type:	Corporation: TEXAS

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3474770	NEVERFAIL
Registration Number:	3416485	NEVERFAIL HEARTBEAT

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 5123516669
 Email: gtrussell@russell-law.com
 Correspondent Name: Gail Taylor-Russell
 Address Line 1: PO Box 15335
 Address Line 4: Fernandina Beach, FLORIDA 32035

NAME OF SUBMITTER:	Gail Taylor Russell
SIGNATURE:	/Gail Taylor Russell/
DATE SIGNED:	10/21/2020

Total Attachments: 1

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NEVERFAIL

Trademark Assignment

For value received with an effective date of July 1st, 2020, **Neverfail Limited**, a corporation organized under the laws of Great Britain, (hereinafter ASSIGNOR), hereby irrevocably and exclusively grants, assigns, transfers, and conveys all right, title, interest, and ownership in and to the following trademarks:

Mark	Cty	Application Number	Registration Number
NEVERFAIL	US	77/188,122	3,474,770
NEVERFAIL HEARTBEAT	US	76/527,265	3,416,485

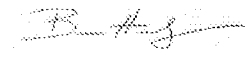
throughout the United States, Canada, Europe and the rest of the world, along with the right to sue and recover damages for past infringement, together with that part of the goodwill of the business connected with the use of and symbolized by the mark and assigned as part of the entire business or portion thereof to which the mark pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060, to **Hierholzer Holdings Inc.**, a Texas corporation, (hereinafter ASSIGNEE). ASSIGNEE is a successor to the portion of ASSIGNOR'S business to which the trademark pertains.

To be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

IN WITNESS WHEREOF, this Assignment has been duly executed and delivered by a duly authorized officer of ASSIGNOR.

ASSIGNOR:

Neverfail Limited

By: 
Name: Brian Hierholzer

Title: Chief Executive Officer

Date: July 1st, 2020

Post address: PO Box 3952 | Swindon | SN3 9EJ
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Registered address: Fieldfisher | 5th Floor | Free Trade Exchange | 37 Peter Street | Manchester | M2 5GB