

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM640390

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gregg Motsenbocker		02/17/2021	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Blue Magic, Inc.		
Street Address:	3327 Pipeline Road		
City:	Cleburne		
State/Country:	TEXAS		
Postal Code:	76033		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5728660	CRYSTAL CLEAR	
CORRESPONDENCE DATA			
Fax Number:	2142000558		
<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:	2146515066		
Email:	jeff.becker@haynesboone.com		
Correspondent Name:	Jeffrey M. Becker c/o Haynes and Boone		
Address Line 1:	2323 Victory Avenue, Suite 700		
Address Line 4:	Dallas, TEXAS 75219		
ATTORNEY DOCKET NUMBER:	49306.3_08287		
NAME OF SUBMITTER:	Jeffrey M. Becker		
SIGNATURE:	/Jeffrey M. Becker/		
DATE SIGNED:	04/19/2021		
Total Attachments: 2			
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OP \$40.00 5728660

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into as of the 17th day of February, 2021 (the "Effective Date"), by and between Gregg Motsenbocker, an individual living in San Diego, California ("Motsenbocker"), and Blue Magic, Inc., a Texas corporation with an address at 3327 Pipeline Road, Cleburne, Texas 76033 ("Blue Magic").

WITNESSETH

WHEREAS, Motsenbocker is the owner of all right, title and interest in and to U.S. Trademark Registration No. 5,728,660 for the trademark "CRYSTAL CLEAR" (the "Trademark"); and

WHEREAS, Blue Magic is desirous of acquiring the Trademark and Motsenbocker is willing to assign it to Blue Magic.

NOW, THEREFORE, in consideration of the covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follow:

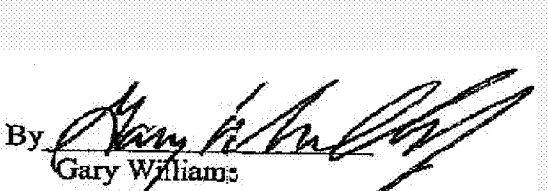
1. **Assignment.** Motsenbocker hereby assigns, transfers and conveys to Blue Magic the entire right, title and interest in and to the Trademark, in the United States and elsewhere, including the right to sue for past infringement, together with all common law rights and the goodwill of the business symbolized by the Trademark.
2. **Further Assurances.** The parties agree to take such further actions and execute and deliver such other documents, assignments, certificates, agreements and other instruments as may be necessary to consummate or implement this Assignment.
3. **Binding Effect.** This Assignment, and all the terms and provisions hereof, shall be binding upon and shall inure to the benefit of the parties, and their respective successors and assigns.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the Effective Date.

Gregg Motsenbocker

Blue Magic, Inc.

By: 
Gregg Motsenbocker

By: 
Gary Williams
VP of Operations

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

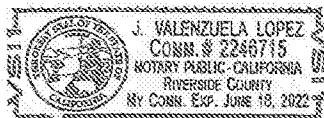
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Riverside
On February 25 2021 before me, J Valenzuela Lopez, notary public
personally appeared Gregg Alan Motsenbacher

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature [Handwritten Signature]
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document: Trademark Assignment
Title or Type of Document:
Document Date: February 17 2021 Number of Pages: 1
Signer(s) Other Than Named Above:

Capacity(ies) Claimed by Signer(s)
Signer's Name: Gregg Alan Motsenbacher
Signer's Name:
Corporate Officer - Title(s):
Partner - Limited General
Individual Attorney in Fact
Trustee Guardian or Conservator
Other:
Signer is Representing: