

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM705683

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLUE RIDGE MOUNTAIN RENTALS, INC.		01/31/2022	Corporation: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	BLUE RIDGE RENTALS HOLDINGS, LLC		
Street Address:	2464 US 421 SOUTH		
City:	BOONE		
State/Country:	NORTH CAROLINA		
Postal Code:	28607		
Entity Type:	Limited Liability Company: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5489750	BLUE RIDGE RENTALS	
CORRESPONDENCE DATA			
Fax Number:	3362329158		
<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:	(919) 573-6258		
Email:	mbailey@brookspierce.com		
Correspondent Name:	Melissa Bailey, Esq.		
Address Line 1:	150 Fayetteville St.		
Address Line 2:	Suite 1700		
Address Line 4:	Raleigh, NORTH CAROLINA 27601		
ATTORNEY DOCKET NUMBER:	Blue Ridge Rentals		
NAME OF SUBMITTER:	Melissa Bailey		
SIGNATURE:	/Melissa Bailey/		
DATE SIGNED:	01/31/2022		
Total Attachments: 3			
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OP \$40.00 5489750

ASSIGNMENT OF MARKS

This ASSIGNMENT OF MARKS (this "Assignment") is entered into on January 31, 2022, by and between BLUE RIDGE MOUNTAIN RENTALS, INC., a North Carolina corporation ("Assignor"), and BLUE RIDGE RENTALS HOLDINGS, LLC, a North Carolina limited liability company ("Assignee").

In accordance with the Asset Purchase Agreement, dated February 2, 2018, by and among Assignor, Assignee and the other sellers party thereto (the "Asset Purchase Agreement"), Assignor transferred, conveyed, and assigned all Intellectual Property Rights, including its pending application for the trademark set forth on Exhibit A (together with all applications, registrations and goodwill thereof, collectively, the "Trademark") to Assignee, and the parties hereto desire to execute this Agreement to evidence such transfer. Capitalized terms used but not otherwise defined herein have the respective meanings assigned to such terms in the Asset Purchase Agreement.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained in this Assignment and the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, the parties hereto agree as follows:

1. Assignment.

- a. Assignment of Trademark. Assignor hereby transfers, conveys and assigns to Assignee all of Assignor's right, title, and interest in and to the Trademark free and clear of all Liens, together with the goodwill of the business in which the mark is used. The foregoing assignment is intended to be effective as of the Closing Date.
- b. Cooperation in Transferring Trademark. Assignor agrees to cooperate with Assignee and to follow Assignee's reasonable instructions to effectuate the transfer of the Trademark, and/or to correspond, as necessary, to authorize the transfer of the Trademark with the United States Patent and Trademark Office.

2. Miscellaneous.

- a. Successors and Assigns. This Assignment is binding on and shall inure to the benefit of the respective successors and/or assigns of Assignor and Assignee.
- b. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and is effective and binding upon Assignor and Assignee.
- c. Governing Law. This Assignment shall be governed by and construed and interpreted in accordance with the laws of the State of North Carolina without giving effect to conflict of laws principles thereof.

[Signature Page Follows]

IN WITNESS WHEREOF, the Assignor has duly executed this Assignment of Marks effective on the date above first written.

ASSIGNOR:

BLUE RIDGE MOUNTAIN RENTALS, INC.

By: Steven D. Griffin
Steven D. Griffin, President

ASSIGNEE:

BLUE RIDGE RENTALS HOLDINGS, LLC

By: Adam Norris
Adam Norris, Chief Executive Officer

[Signature Page to Assignment of Marks]

EXHIBIT A

MARK	COUNTRY	APPLICATION NUMBER	REGISTRATION NUMBER	APP. DATE	REG. DATE
BLUE RIDGE RENTALS	United States of America	87459618	5489750	May 22, 2017	June 12, 2018