

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM826794

<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>
Powersports Plus, LLC		07/24/2023	Limited Liability Company: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Concorde Capital, Inc.		
<b>Street Address:</b>	531 E Commercial Blvd.		
<b>City:</b>	Oakland Park		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33334		
<b>Entity Type:</b>	Corporation: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5364050	THE ALTERNATIVE TO RETAIL PRICES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7038362021		
<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>	7038366620		
<b>Email:</b>	bassam.ibrahim@bipc.com		
<b>Correspondent Name:</b>	Bassam N. Ibrahim		
<b>Address Line 1:</b>	1737 King Street, Suite 500		
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22314-2727		
<b>ATTORNEY DOCKET NUMBER:</b>	0082807-000060		
<b>NAME OF SUBMITTER:</b>	Bassam N. Ibrahim		
<b>SIGNATURE:</b>	/Bassam N. Ibrahim/		
<b>DATE SIGNED:</b>	07/25/2023		
<b>Total Attachments: 3</b>			
source=07-24-23 PSP 2 Concorde TM Assignment The Alternative to Retail Prices exec GLA TDA#page1.tif			
source=07-24-23 PSP 2 Concorde TM Assignment The Alternative to Retail Prices exec GLA TDA#page2.tif			
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OP \$40.00 5364050

## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into between Powersports Plus, LLC, a Limited Liability Company, organized and existing under the laws of the State of Georgia and having a place of business at 3006 Kensington Court, Albany, GEORGIA, 31721 ("Assignor") and Concorde Capital, Inc. a Corporation, organized and existing under the laws of the State of Florida and having a place of business at 531 E Commercial Blvd., Oakland Park, FLORIDA, 33334 ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the U.S. trademark registration listed in the attached Schedule A (the "Mark").

NOW THEREFORE, be it known that, for and in consideration of 1 (one) dollar, and other good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

1. This Assignment covers (a) the Mark, including, without limitation, trademarks, and/or service marks, together with the goodwill associated with the foregoing and the ongoing and existing business to which the trademarks/service marks pertain; (b) any extension or renewal of any such registration or application set forth in subsection (a) hereof; (c) any unregistered rights in any of the foregoing; (d) all rights therein provided by international treaties and conventions, and all rights to obtain trademarks and registrations thereto, in each case in all countries throughout the world; and (3) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (e) hereof, collectively, the "*Assigned Intellectual Property*").

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property in the United States of America, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property, in its entirety, and the assets of the business associated with the Assigned Intellectual Property, in their entirety. With respect to applications filed in the United States Patent and Trademark Office ("USPTO") on the basis of the applicant's intent to use such marks in commerce, as to which evidence of such use has not yet been filed in the USPTO, such mark is being assigned to the successor to the business of the applicant or portion thereof to which such mark pertain, which business is ongoing and existing. Assignor hereby authorizes and requests any official of the United States of America whose duty it is to issue registrations thereon to issue same to Assignee, its successors and assigns, in accordance with the terms of this Assignment.

3. Assignor hereby covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment.

4. Assignor further covenants and agrees to cooperate with and reasonably assist Assignee in obtaining, enforcing and defending Assignee's rights in the Assigned Intellectual Property, including without limitation, in proceedings before any court or tribunal, the United States Patent and Trademark Office, or another agency or auth

**TRADEMARK**

**REEL: 008143 FRAME: 0414**

5. All assignments to be executed and return to the attention of:

Bassam N. Ibrahim  
Buchanan Ingersoll & Rooney, PC  
1737 King Street  
Suite 500  
Alexandria, VA 22314  
Telephone: 703-836-6620  
Facsimile: 703-836-2021  
Email: [bassam.ibrahim@bipc.com](mailto:bassam.ibrahim@bipc.com)

IN WITNESS WHEREOF, the said Assignor has executed this Assignment.

Powersports Plus, LLC

Concorde Capital, Inc.

By:   
Name: G Luis Alday  
Title: CFO & Member

By:   
Name: Thomas D'Azevedo  
Title: Chairman

Date: 7-24-2023

Date: 7-24-2023

U.S. FEDERAL TRADEMARK REGISTRATION

SCHEDULE A

MARK	APPLICATION NUMBER	REGISTRATION NUMBER	GOODS	REGISTRATION DATE
THE ALTERNATIVE TO RETAIL PRICES	87450106	5364050	Retail store services and retail on-line ordering services also accessible by telephone, all featuring parts, aftermarket parts, accessories and related products for marine and lawn and garden equipment; Wholesale store services and retail on-line ordering services also accessible by telephone, all featuring parts, aftermarket parts, accessories and related products for ATVs, motorcycles, scooters, watercrafts, snowmobiles, marine and lawn and garden equipment; wholesale store services and retail on-line ordering services also accessible by telephone, all featuring tires, wheels and related products for ATVs, motorcycles and lawn equipment; wholesale store services and retail on-line ordering services also accessible by telephone, all featuring tools and related products for ATVs, motorcycles, watercrafts, marine and lawn and garden equipment; wholesale store services and retail on-line ordering services also accessible by telephone, all featuring shirts, pants, eyewear, footwear, helmets, leather jackets, leather pants, leather vests, protection gear, riding gear and related products; wholesale store services and retail on-line ordering services also accessible by telephone, all featuring DV	December 26, 2017

TRADEMARK