

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM865466

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ajustco, LLC		12/05/2023	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	The Hillman Group, Inc.		
Street Address:	1280 Kemper Meadow Drive		
City:	Forest Park		
State/Country:	OHIO		
Postal Code:	45240		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4430280	AJUSTLOCK	
Registration Number:	4621087	IT'S JUST BETTER	
Registration Number:	4621100	SIMPLE. SMART. SECURE.	
Registration Number:	4741073	AJUSTLOCK	
CORRESPONDENCE DATA			
Fax Number:	9374436635		
<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:	513-352-6719		
Email:	trademarks@thompsonhine.com		
Correspondent Name:	Michael J. Nieberding		
Address Line 1:	10050 Innovation Drive, Suite 400		
Address Line 2:	Thompson Hine LLP		
Address Line 4:	Dayton, OHIO 45342		
ATTORNEY DOCKET NUMBER:	091226-00786		
NAME OF SUBMITTER:	Michael J. Nieberding		
SIGNATURE:	/michael j nieberding/		
DATE SIGNED:	01/03/2024		
Total Attachments: 4			

OP \$115.00 4430280

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TRADEMARK ASSIGNMENT

Pursuant to the Purchase Agreement (as defined below), for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Ajustco, LLC, a limited liability company organized and existing under the laws of the State of New York, with an address of 110 N. Franklin Street, Pen Argyl, Pennsylvania 18072 (hereinafter, "Assignor"), hereby assigns to The Hillman Group, Inc., a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1280 Kemper Meadow Drive, Forest Park, Ohio 45240 (hereinafter, "Assignee"), its successors and assigns, Assignor's entire right, title and interest in and to the trademarks identified on Schedule A attached hereto (the "Marks"), together with that part of Assignor's business to which the Marks pertain, and together with the goodwill of the business symbolized by the Marks, and all registrations and applications therefor, including any renewals and extensions of the registrations that are or may be secured, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this assignment or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue, and to collect the same, for Assignee's own use and enjoyment and for the use and enjoyment of her successors, assigns or other legal representatives.

Assignor agrees to provide all reasonable assistance and cooperation, including the signing of any forms or relevant documents, to enable Assignee to record this assignment with the applicable government agencies.

The terms of that certain Asset Purchase Agreement dated as of December 5, 2023 (the "Purchase Agreement"), by and among Assignor and Assignee shall not be superseded by the terms of this Trademark Assignment (this "Assignment"), but shall continue in full force and effect to the extent provided for in the Purchase Agreement. To the extent any terms and provisions of this Assignment are in any way inconsistent with or in conflict with any term, condition or provision of the Purchase Agreement, the Purchase Agreement shall govern and control.

This Assignment and all documents, instruments and agreements executed and delivered pursuant to the terms and provisions hereof shall be governed by and construed in accordance with the laws of the State of New York without regard to conflicts of laws principles that would require the application of any other law.

(signature page follows)

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed as of this 5th day of December, 2023.

AJUSTCO, LLC

THE HILLMAN GROUP, INC.

By: [Signature]
Name: Jason Stiles
Title: CEO

By: _____
Name: _____
Title: _____

As to Assignor:

STATE OF New Jersey
COUNTY OF Hudson

The foregoing Assignment was acknowledged before me this 15th day of December, 2023, by Jason Stiles (name), _____ (title) of Ajustco, LLC, a New York limited liability company, on behalf of said company.

[Signature]
Notary Public
My Commission Expires: 8/14/26



Guido Papa
NOTARY PUBLIC
State of New Jersey
ID # 53867
My Commission Expires
August 14, 2026

As to Assignee:

STATE OF _____
COUNTY OF _____

The foregoing Assignment was acknowledged before me this ___ day of December, 2023, by _____ (name), _____ (title) of The Hillman Group, Inc., a Delaware corporation, on behalf of said corporation.

Notary Public
My Commission Expires: _____

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed as of this 5th day of December, 2023.

AJUSTCO, LLC

THE HILLMAN GROUP, INC.

By: _____
Name:
Title:

By: Amanda Kitzberger
Name: Amanda Kitzberger
Title: VP, General Counsel & Secretary

As to Assignor:

STATE OF
COUNTY OF

The foregoing Assignment was acknowledged before me this ____ day of December, 2023, by _____ (name), _____ (title) of Ajustco, LLC, a New York limited liability company, on behalf of said company.

Notary Public

My Commission Expires: _____

As to Assignee:

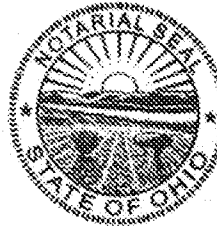
STATE OF Ohio
COUNTY OF Hamilton

The foregoing Assignment was acknowledged before me this 5th day of December, 2023, by Amanda Kitzberger (name), VP, General Counsel & Secretary (title) of The Hillman Group, Inc., a Delaware corporation, on behalf of said corporation.

Daniel M. Bauer

Notary Public

My Commission Expires: Never



Daniel M. Bauer, Attorney At Law
NOTARY PUBLIC - STATE OF OHIO
My commission has no expiration date
Sec. 147.03 R.C.

Schedule A

Trademarks

Country	Mark	Serial #	Registration Number	PTO Status
International Register	AJUSTLOCK	1204886	1206198	Registered
United States	AJUSTLOCK	85/936,536	4,430,280	Registered
United States	IT'S JUST BETTER	86/228,611	4,621,087	Registered
United States	SIMPLE. SMART. SECURE	86/228,785	4,621,100	Registered
United States	AJUSTLOCK	86/239,330	4,741,073	Registered