

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM665944

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Biker Clothing Co., L.L.C.		08/03/2021	Limited Liability Company: ARIZONA
RECEIVING PARTY DATA			
Name:	American Brands LLC		
Street Address:	6614 East Marisa Lane		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85054		
Entity Type:	Limited Liability Company: ARIZONA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	90441903	AMERICAN BIKER	
Serial Number:	90147619	BIKERSTRAPS	
Serial Number:	90147710	BS	
Serial Number:	90147633	LET'S RIDE	
Serial Number:	90147606	COOL BIKER SHIRTS	
CORRESPONDENCE DATA			
Fax Number:	6082529243		
<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:	608-255-8891		
Email:	mal@dewittllp.com		
Correspondent Name:	Marcia Layton		
Address Line 1:	DeWitt LLP / Intellectual Property Dept.		
Address Line 2:	2 E. Milflin Street, Suite 600		
Address Line 4:	Madison, WISCONSIN 53703-2865		
NAME OF SUBMITTER:	Marcia Layton		
SIGNATURE:	/marcialayton/		
DATE SIGNED:	08/09/2021		
Total Attachments: 2			

OP \$140.00 90441903

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TRADEMARK ASSIGNMENT

WHEREAS, American Biker Clothing Co., L.L.C., an Arizona limited liability company (hereinafter "ASSIGNOR") is the owner of the following United States federal intent-to-use trademark applications (collectively referred to herein as the "Marks"):

Serial No. 90/441,903, for AMERICAN BIKER, for clothing for men, women, and young men and women, namely, t-shirts, jerseys, short-sleeved shirts, long-sleeved shirts, polo shirts and sport shirts, button-down shirts, work shirts, shop shirts, sweatshirts, and hoodies; Outerwear for men, women, and young men and women, namely, jackets and vests; Headwear for men, women, and young men and women, namely, hats, caps, and bandanas; Activewear for men, women, and young men and women, namely, tops;

Serial No. 90/147,619, for BIKERSTRAPS, for cyclists' jerseys; knit skirts; short-sleeved or long-sleeved t-shirts; short-sleeved shirts; sport shirts; sports shirts; sports shirts with short sleeves; suspender belts for men; suspenders; t-shirts; tee-shirts; undershirts; woven skirts;

Serial No. 90/147,710, for BS (SKULL & BONES), for body shirts; button down shirts; collared shirts; knit shirts; long-sleeved shirts; motorcycle jackets; panties, shorts and briefs; scarfs; shirts; shirts and short-sleeved shirts; shoe straps; skirts; skull caps; sports shirts; suspender belts; suspenders; t-shirts; tee shirts; tee-shirts; undershirts; woven skirts;

Serial No. 90/147,606, for COOL BIKER SHIRTS, for a-shirts; anti-sweat underclothing; collared shirts; cyclists' jerseys; knit shirts; leather shirts; long-sleeved shirts; open-necked shirts; over shirts; riding jackets; shirts; shirts and short-sleeved shirts; short-sleeved or long-sleeved t-shirts; short-sleeved shirts; skull caps; sports shirts; sports shirts with short sleeves; suspenders; suspenders; t-shirts; tee shirts; tee-shirts; undershirts; undershirts; and

Serial No. 90/147,633, for LET'S RIDE, for athletic shirts; body shirts; camouflage shirts; cyclists' jerseys; gloves as clothing; head scarves; head sweatbands; headbands against sweating; heavy jackets; knit shirts; ladies' underwear; leather belts; leather headwear; long sleeved vests; long-sleeved shirts; men's underwear; motorcycle gloves; motorcycle jackets; neck bands; over shirts; panties; shirts; shoe straps; short trousers; short-sleeved or long-sleeved t-shirts; short-sleeved shirts; shorts; skull caps; sport shirts; sports shirts; sports shirts with short sleeves; suspender belts; suspender belts for men; suspenders; t-shirts; tee shirts; tee-shirts; undergarments; underpants; undershirts; underwear;

WHEREAS, American Brands LLC, an Arizona limited liability company having a place of business at 6614 East Marisa Lane, Phoenix, AZ 85054 (hereinafter "ASSIGNEE") desires to acquire the Marks, the entire business to which the Marks pertain, the trademark applications thereof, and the goodwill of the business;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which by ASSIGNOR from ASSIGNEE is hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE all of its right, title and interest in the Marks referred to above, together with all goodwill of the business symbolized by the trademark, and application Serial Nos. 90/441,903, 90/147,619, 90/147,710, 90/147,606, and 90/147,633.


The applications are being assigned as part of the entire business to which the mark pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060.

Absent express authorization by ASSIGNEE, ASSIGNOR agrees to refrain from the use of the Marks in any way and for any purpose or to use in commerce any other mark in connection with the sale, offering for sale, distribution, or advertising of any goods or services when such use is likely to cause confusion, or to cause

mistake, or to deceive any party as to the source of any goods and services offered by ASSIGNOR or as to the sponsorship of ASSIGNOR, its business, products, or services. The waiver by ASSIGNEE of a breach by ASSIGNOR of this section shall not operate or be construed as a waiver of any subsequent breach by ASSIGNOR. Any use of the Marks by ASSIGNOR, under the terms of this section or otherwise, shall inure to the benefit of ASSIGNEE.

This agreement shall be binding upon and shall inure to the benefit of the heirs, legal representatives, successors, and assigns of the parties hereto.

American Biker Clothing Co., L.L.C. (ASSIGNOR) by its Manager:


William S. Wenkman, Manager, American Biker Clothing Co., L.L.C.

STATE OF WISCONSIN)
) ss.
COUNTY OF DANE)

On this 3 day of Aug, 2021, before me appeared William S. Wenkman, the person who signed this instrument, who acknowledged that the same was signed as a free act that he is authorized to take on behalf of American Biker Clothing Co., L.L.C.


Signature of Notary Public

My Commission expires: 9/30/2021