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File No.: HRLLS.18002
Registration No: 3361401

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Registration No: 3644379

Mark: FLEET
File No.: HRLLS.18022
Registration No: 3636170

Mark: turPh.Dudes
File No.: HRLLS.18023
Serial No: 87698083

POWER OF ATTORNEY

Commissioner For Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

I, the undersigned, hereby declare that:

1. I am an officer of Harrell's LLC.
2. Harrell's LLC is the Registrant/Applicant of the above referenced applications and registrations.
3. Registrant/Applicant is the owner of the entire interest in and to the subject marks and the subject applications and registrations.
4. I am authorized to make this Declaration on behalf of said Registrant/Applicant in the subject applications/registrations of the subject marks on the Principal Register of the United States Patent and Trademark Office.
5. The above Registrant/Applicant hereby revokes all Powers of Attorney previously given and appoints Daniel R. Frijouf, Robert F. Frijouf and David A. Frijouf, all members of the bar of the State of Florida and having a mailing address of 201 East Davis Boulevard, Tampa, Florida 33606, telephone 813.254.5100, facsimile 813.254.5400 and email frijouf@frijouf.com as my attorneys, with full power of substitution and revocation to prosecute and maintain said registration with full power of substitution and revocation by registrant, to transact all business in the United States Trademark Office connected therewith, and to receive all correspondence issued by the United States Trademark Office.
6. I further declare that all statements made on information known to me are true and that all statements made on information and belief are believed to be true, and further that all statements made herein have been made with the knowledge that willful false statements and the like are punishable by fine or imprisonment under Section 1001 of Title 18 of the United States Code and may jeopardize the validity of the subject registration.

Harrell's LLC

GARY M. RUST, SRVP
Printed Name and Title

5/8/18
Date

Gary M. Rust
Signature