

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

Assignment ID: PATI741064

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
SEQUENCE:	1	
CONVEYING PARTY DATA		
	Name	Execution Date
	MAXStick Products Ltd.	12/27/2024
RECEIVING PARTY DATA		
Company Name:	Iconex Max Holdings Company LLC	
Street Address:	825 E. Wisconsin Ave.	
City:	Appleton	
State/Country:	WISCONSIN	
Postal Code:	54912	
PROPERTY NUMBERS Total: 3		
	Property Type	Number
	Patent Number:	9208699
	Patent Number:	9646517
	Patent Number:	8445104
CORRESPONDENCE DATA		
Fax Number:	2026725399	
<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:	(202)672-5300	
Email:	ipdocketing@foley.com	
Correspondent Name:	Feroza Ayobee	
Address Line 1:	3000 K Street N.W.	
Address Line 2:	Suite 600	
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007	
ATTORNEY DOCKET NUMBER:	131545-0116	
NAME OF SUBMITTER:	Feroza Ayobee	
SIGNATURE:	Feroza Ayobee	
DATE SIGNED:	01/08/2025	
Total Attachments: 6		
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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (“**IP Assignment**”), is entered into as of December 27, 2024 (the “**Effective Date**”), by and between MAXStick Products Ltd., a Delaware corporation (“**Assignor**”), in favor of Iconex Max Holdings Company LLC, a Delaware limited liability company (“**Assignee**”), the assignee of certain assets of Assignor pursuant to the Distribution and Assignment Agreement, dated December 27, 2024, by and among Assignee, Assignor and Iconex, LLC, a Delaware limited liability company (the “**Distribution Agreement**”).

WHEREAS, under the terms of the Distribution Agreement, Assignor has conveyed, transferred, and assigned to Assignee, among other assets, certain intellectual property of Assignor, and has agreed to execute and deliver this IP Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdictions;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor’s right, title, and interest in and to the following (the “**Assigned IP**”):

(a) any patents and patent applications set forth on Schedule 1 hereto, all issuances, divisions, continuations, continuations-in-part, reissues, extensions, reexaminations, and renewals thereof, and any other patents or patent applications in any jurisdiction claiming priority to or the benefit of the foregoing (the “**Patents**”);

(b) any trademark registrations and trademark applications set forth on Schedule 2 hereto and all issuances, extensions, and renewals thereof (the “**Trademarks**”), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks;

(c) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(d) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(e) any and all claims and causes of action, with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Patents and the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this IP Assignment upon request by Assignee. Following the date hereof, upon Assignee's reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned IP to Assignee, or any assignee or successor thereto.

3. Terms of the Distribution Agreement. The parties hereto acknowledge and agree that this IP Assignment is entered into pursuant to the Distribution Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Assigned IP. Any representations, warranties, covenants, agreements, and indemnities contained in the Distribution Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Distribution Agreement and the terms hereof, the terms of the Distribution Agreement shall govern.

4. Counterparts. This IP Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this IP Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this IP Assignment.

5. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This IP Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this IP Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have caused this IP Assignment to be executed as of the Effective Date.

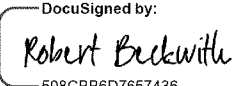
ASSIGNOR:

MAXStick Products Ltd.

By  _____
Name: Robert Beckwith
Title: Secretary & Chief Financial Officer

ASSIGNEE:

Iconex Max Holdings Company LLC

By  _____
Name: Robert Beckwith
Title: Chief Financial Officer





SCHEDULE 1
ASSIGNED PATENTS





Patents

Title	Jurisdiction	Application or Patent No.	Filing Date	Issue Date
THERMALLY PRINTABLE ADHESIVE LABEL	US	8,445,104 B2	May 18, 2007	May 21 2013
THERMALLY PRINTABLE ADHESIVE LABEL	US	9,208,699 B2	April 8, 2013	December 8, 2015
THERMALLY PRINTABLE ADHESIVE LABEL	US	9,646,517 B2	December 4, 2015	May 9, 2017

SCHEDULE 2
ASSIGNED TRADEMARKS

Trademark Registrations

Trademark	Jurisdiction	Application or Registration No.	Filing Date	Registration Date
MAXSTICK	USA	4108049	June 7, 2011	March 6, 2012
MAXSTICK and Design 	USA	4439562	April 4, 2013	November 26, 2013
MAXSTICK INNOVATION THAT STICKS and Design 	USA	3805941	August 17, 2009	June 22, 2010
STICK HAPPENS	USA	3805943	August 17, 2009	June 22, 2010
MAX12PAC and Design 	USA	5646624	January 25, 2018	January 8, 2019
MAX6PAC and Design 	USA	5564789	January 25, 2018	September 18, 2018

Trademark	Jurisdiction	Application or Registration No.	Filing Date	Registration Date
MAXSTICK PLUS and Design 	USA	5668707	January 25, 2018	February 5, 2019
MAXSTICK PREMIUM and Design 	USA	5653060	January 25, 2018	January 15, 2019
MAXSTICK...THE GLOBAL LEADER IN LINER-FREE LABELS	USA	6747737	September 1, 2020	May 31, 2022
MAXSTICK2GO and Design 	USA	5668705	January 25, 2018	February 5, 2019
MAXSTICKX2 and Design 	USA	5668706	January 25, 2018	February 5, 2019