

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM437048

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Treadstone Group, Inc.		07/27/2017	Corporation: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Seven for all Mankind International SAGL		
Street Address:	Via Penate 4		
City:	Mendrisio		
State/Country:	SWITZERLAND		
Postal Code:	6850		
Entity Type:	Limited Liability Company: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4266427	SPLENDID COMFORT	
CORRESPONDENCE DATA			
Fax Number:	2127986915		
<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:	212 326 0831		
Email:	tlee@pryorcashman.com, tmdocketing@pryorcashman.com, jalbrink@pryorcashman.com		
Correspondent Name:	Teresa Lee		
Address Line 1:	c/o Pryor Cashman LLP, 7 Times Square		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Teresa Lee		
SIGNATURE:	/tlee/		
DATE SIGNED:	07/28/2017		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK

This Assignment (this "Assignment") is made and entered into effective as of the date of last signature below by and between The Treadstone Group, Inc., a North Carolina corporation with an address at 2173 Smith Harbour Drive, Denver, North Carolina 28037 ("Assignor"), on one hand, and Seven for all Mankind International SAGL, a limited liability company organized under the laws of Switzerland, with an address at Via Penate 4, 6850 Mendrisio, Switzerland ("Assignee"), on the other hand. (Assignor and Assignee may sometimes be referred to herein collectively as the "Parties" and/or each individually as a "Party").

WHEREAS, Assignor is the registered owner of SPLENDID COMFORT, *Stylized* as presented below (the "Mark") which proceeded to registration on January 1, 2013 with the United States Patent and Trademark Office (the "USPTO") as set forth under U.S. Registration No. 4,266,427 (the "Registration"), and the Registration together with the Mark are hereinafter collectively referred to as the "Property"; and

Splendid Comfort

WHEREAS, Assignee wishes to acquire from Assignor all of its right, title and interest in, to and under such Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, convey, grant, and set over to Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns and other legal representatives forever as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, Assignor's entire right, title and interest in, to and under the Property, throughout the world in perpetuity, and any renewals, reissues and extensions thereof, together with the goodwill associated with the Property inclusive of the Mark and that part of Assignor's business connected with the use thereof and symbolized thereby, and any and all of Assignor's other rights, privileges and priorities provided under state and federal law of the United States, and under the laws of any and all foreign jurisdictions with respect to the Property, including without limitation, Assignor's common law rights and rights under the laws of unfair competition, and any and all rights to all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present, and/or future infringement, damages, or other unauthorized use of the rights currently known to Assignor as of the date hereof or that may become known after the date of this Assignment.

Assignor hereby represents and warrants that Assignor has the full right to convey the interest assigned by this Assignment, and has not conveyed any interest in or right to the Property to any third party.

Assignor authorizes and requests the USPTO, or any foreign equivalent thereof, to record Assignee as the owner of the Property as Assignee of the entire right, title and interest in, to and under

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the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

Assignor hereby agrees to execute any and all papers, and to perform such other proper acts, as may be reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred.

This Assignment may be executed in one or more counterparts which, when taken together, shall constitute a single instrument, and shall be effective when both Parties have executed a counterpart and may be executed by facsimile or PDF signature, with all facsimile and PDF signatures to be deemed original signatures and equivalent thereto for all purposes.

IN WITNESS WHEREOF, have caused this Assignment to be duly executed below on the dates indicated by their duly authorized officers.

ASSIGNOR:

THE TREADSTONE GROUP, INC.

Date: July 27, 2017

By: Ross D Bulla
Ross D. Bulla

ASSIGNEE:

SEVEN FOR ALL MANKIND INTERNATIONAL SAGL

Date: July 27, 2017

By: Frans Groeneveld
Frans Groeneveld

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