

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM457864

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Simplicity Pattern Co. Inc.		11/03/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Stitch Acquisition Corp.		
<b>Street Address:</b>	450 Plymouth Road, Suite 300		
<b>City:</b>	Plymouth Meeting		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19462		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 20</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4064194	CHERISH BY SIMPLICITY	
<b>Serial Number:</b>	87663104	CONSO	
<b>Registration Number:</b>	2106457	DESIGN YOUR OWN	
<b>Registration Number:</b>	4898999	FRIGHT FUN	
<b>Registration Number:</b>	1664976	IT'S SO EASY IT'S SIMPLICITY	
<b>Registration Number:</b>	0805145	JIFFY	
<b>Registration Number:</b>	1553693	NEW LOOK	
<b>Registration Number:</b>	4927956	SEW SIMPLE	
<b>Registration Number:</b>	4071855	SEWSIMPLE	
<b>Registration Number:</b>	0508225	SIMPLICITY	
<b>Registration Number:</b>	0514739	SIMPLICITY	
<b>Registration Number:</b>	3752180	SIMPLICITY	
<b>Registration Number:</b>	3865506	SIMPLICITY	
<b>Registration Number:</b>	3396194	SIMPLICITY	
<b>Registration Number:</b>	2280074	SIMPLICITY	
<b>Registration Number:</b>	1482464	SIMPLICITY	
<b>Registration Number:</b>	1426278	SIMPLICITY	
<b>Registration Number:</b>	2585152	SIMPLICITY TRIMS	
<b>Registration Number:</b>	1914892	SIMPLY THE BEST	

CH \$515.00 4064194

Property Type	Number	Word Mark
Registration Number:	4071952	WORKROOM

**CORRESPONDENCE DATA**

**Fax Number:** 9736247070

*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.*

**Phone:** 973-622-4444

**Email:** mfriscia@mccarter.com, kknoll@mccarter.com

**Correspondent Name:** Michael R. Friscia

**Address Line 1:** MCCARTER & ENGLISH, LLP

**Address Line 2:** 100 Mulberry Street, Four Gateway Center

**Address Line 4:** Newark, NEW JERSEY 07102

**ATTORNEY DOCKET NUMBER:** 018094-00133

**NAME OF SUBMITTER:** Michael R. Friscia

**SIGNATURE:** /Michael R. Friscia/

**DATE SIGNED:** 01/12/2018

**Total Attachments: 6**

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## **TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into this 3rd day of November, 2017 by Simplicity Pattern Co. Inc., a Delaware corporation ("Assignor") in favor of Stitch Acquisition Corp., a Delaware corporation ("Assignee").

### W I T N E S S E T H:

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademarks identified in Schedule A (hereinafter the "Trademarks");

WHEREAS, Assignor and Assignee are parties to an Asset and Securities Purchase Agreement, dated as of November 3, 2017 (the "ASPA"), by and among Assignor, Assignee and the other parties listed thereto, pursuant to which Assignor agrees to assign to Assignee its title, rights and interest in and to certain assets, including the Trademarks; and

WHEREAS, Assignor and Assignee wish to document the formal assignment to Assignee of Assignor's title, interest and rights in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, Assignor and Assignee hereby agree as follows:

1. Assignor does hereby assign and transfer to Assignee, its successors and assigns the entire right, title and interest in and to the Trademarks, together with the goodwill of the business which is symbolized by the Trademarks and the right to sue and recover any damages and profits and all other remedies for past, present and future infringements or violations thereof, if there may be any.
2. Assignor shall cooperate with Assignee at Assignee's expense in any action Assignee reasonably requests that Assignor take in order to effectuate, carry out, or fulfill Assignor's obligations hereunder, including, without limitation, the execution of any instruments and papers that are necessary or desirable, in Assignee's reasonable discretion, to consolidate, confirm, vest and/or record Assignee's full and complete ownership of the Trademarks with, for example, the U.S. Patent and Trademark Office or equivalent foreign offices, or with domain name registrars.
3. This Assignment shall inure to the benefit of Assignee and its successors and assigns and shall be binding upon Assignor and its successors and assigns.
4. This Assignment and any claim or controversy hereunder shall be governed by and construed in accordance with the laws of the State of Delaware without giving effect to the principles of conflict of laws thereof. If any provision of this Assignment shall be deemed invalid or unenforceable by any court of competent jurisdiction, then such portion shall be deemed severed, and the remainder thereof shall be enforceable in accordance with its terms.

5. This Assignment, together with the ASPA, contains the entire undertaking of Assignor with respect to the subject matter hereof, and merges and supersedes all prior and contemporaneous discussions, agreements and understandings of Assignor and Assignee relating to the subject matter hereof. In the event of any conflict between the terms of this Assignment and the terms of the ASPA, the terms of the ASPA shall control.

[Signature page follows.]

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the date first above-written.

SIMPLICITY PATTERN CO. INC.

By:   
Name: Sue Buchta  
Title: President and Chief Executive Officer

*ACKNOWLEDGMENT*

STATE OF Illinois :  
COUNTY OF DePage : ss.  
:

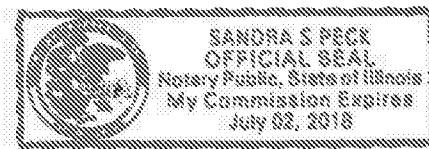
Pres. & CEO Sue Buchta, being duly sworn, says that she is the President and Chief Executive Officer of Simplicity Pattern Co. Inc., a Delaware corporation, and acknowledges that she did sign said instrument on behalf of Simplicity Pattern Co. Inc. pursuant to due authority.

Sworn to and subscribed  
before me this 3rd day  
of November, 2017.

Sandra S. Peck  
Notary Public

My commission expires: 7-2-2018

(SEAL)



**SCHEDULE A**

**TRADEMARKS**

<b>Country</b>	<b>Trademark</b>	<b>Reg / App No</b>	<b>Reg. / Filing Date</b>	<b>Status</b>
Argentina	IT'S SO EASY IT'S SIMPLICITY	2134198	12/20/2006	EXPIRED
Argentina	SIMPLICITY	2206905	12/28/2007	Registered
Australia	IT'S SO EASY IT'S SIMPLICITY	568418	11/27/1991	Registered
Australia	IT'S SO EASY, IT'S SIMPLICITY	1456004	10/26/2011	Registered
Australia	SIMPLICITY	679048	11/23/1995	Registered
Australia	SIMPLICITY	103004	6/27/1950	EXPIRED
Australia	Simplicity	1605002	10/22/2014	Registered
Australia	SEW SIMPLE	1400258	12/16/2010	Registered
Bahamas	Simplicity	11221	3/15/1984	Registered
Benelux	SIMPLICITY	71916	10/28/1971	Registered
Brazil	SIMPLICITY	830754032	5/20/2014	Registered
Brazil	SIMPLICITY	828888434	10/6/2009	Registered
Canada	FRIGHT FUN	TMA976551	7/24/2017	Pending
Canada	IT'S SO EASY IT'S SIMPLICITY	TMA409516	3/12/1993	Registered
Canada	NEW LOOK	TMA823755	5/10/2012	Registered
Canada	SIMPLICITY	TMA365397	2/16/1990	Registered
Canada	SIMPLICITY	UCA17780	12/4/1941	Registered
Canada	SIMPLICITY	TMA47556	9/18/2029	Registered
China	SIMPLICITY	8570468	8/28/2011	Registered
China	SIMPLICITY	3026171	1/21/2005	Registered
China	Simplicity (in Chinese Characters)	863534	8/14/1996	Registered
Costa Rica	Simplicity	170689	10/19/2007	Registered
Dominican Republic	Simplicity	37590	9/30/1984	Registered
European Union	LOOKBOOK	10874741	2/6/2013	Registered

European Union	NEW LOOK	707125	12/17/1999	Registered
European Union	SIMPLICITY	5078341	7/16/2007	Registered
European Union	Simplicity	1092691	6/7/2000	Registered
Hong Kong	SIMPLICITY	1998B04022	4/27/1998	Registered
Hungary	SIMPLICITY	144512	5/13/1997	Registered
Hungary	Simplicity and Design	120499		Registered
Ireland	SIMPLICITY	70023	6/24/1965	Registered
Japan	SIMPLICITY	3163965	6/28/1996	Cancelled
Mexico	IT'S SO EASY IT'S SIMPLICITY	889401	6/28/2005	Registered
Mexico	New Look	992159	7/12/2007	Registered
Mexico	SIMPLICITY	1177327	8/31/2010	Registered
Mexico	SIMPLICITY	511384	11/29/1995	Registered
New Zealand	IT'S SO EASY IT'S SIMPLICITY	214735	7/26/1996	Registered
New Zealand	SIMPLICITY	56672	7/24/1958	Registered
New Zealand	Simplicity	992268	1/6/2015	Registered
Norway	SIMPLICITY	159849	11/4/1993	Registered
Poland	SIMPLICITY	R-100929	3/3/1998	Registered
Russian Federation	SIMPLICITY	137075	1/25/1996	Registered
Russian Federation	SIMPLICITY	437357	5/17/2011	Registered
Singapore	Simplicity	T6537425B	7/6/1965	Registered
South Africa	IT'S SO EASY IT'S SIMPLICITY	B1991/10083	3/16/1994	Registered
South Africa	New Look	1987/09556	12/20/1989	Registered
South Africa	Simplicity	1957/00732	12/31/1958	Registered
Taiwan	SIMPLICITY	686308	8/1/1995	Registered
United Kingdom	IT'S SO EASY IT'S SIMPLICITY and Design	1483359	1/19/1996	Registered
United Kingdom	SIMPLICITY	676635	2/1/1949	Registered
US	CHERISH BY SIMPLICITY	4064194	11/29/2011	Registered
US	Conso	87663104	10/27/2017	Pending

US	DESIGN YOUR OWN	2106457	10/21/1997	Registered
US	Fright Fun	4898999	2/9/2016	Registered
US	IT'S SO EASY IT'S SIMPLICITY	1664976	11/19/1991	Registered
US	JIFFY	805145	3/8/1966	Registered
US	NEW LOOK	1553693	8/29/1989	Registered
US	Sew Simple	4927956	3/29/2016	Registered
US	SEWSIMPLE	4071855	12/13/2011	Registered
US	SIMPLICITY	508225	4/5/1949	Registered
US	SIMPLICITY	514739	9/6/1949	Registered
US	SIMPLICITY	3752180	2/23/2010	Registered
US	SIMPLICITY	3865506	10/19/2010	Registered
US	SIMPLICITY	3396194	3/11/2008	Registered
US	SIMPLICITY	2280074	9/21/1999	Registered
US	SIMPLICITY	1482464	3/29/1988	Registered
US	SIMPLICITY	1426278	1/27/1987	Registered
US	SIMPLICITY TRIMS	2585152	6/25/2002	Registered
US	SIMPLY THE BEST	1914892	8/29/1995	Registered
US	WORKROOM	4071952	12/13/2011	Registered
Venezuela	Simplicity	2017-005839	3/3/2017	Pending