

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM655490

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RDLX CO		04/09/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	BONTON VENTURES, LLC		
Street Address:	121 W 36th Street, Suite 411		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1680687	THE BON-TON	
Registration Number:	1661242	THE BON-TON	
CORRESPONDENCE DATA			
Fax Number:	7037877557		
<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:	7037879400		
Email:	trademark@wcc-ip.us		
Correspondent Name:	Robert N. Cook, Whitham & Cook, P.C.		
Address Line 1:	11491 Sunset Hills Road		
Address Line 2:	Suite 340		
Address Line 4:	Reston, VIRGINIA 20190		
NAME OF SUBMITTER:	Robert N. Cook		
SIGNATURE:	/Robert N. Cook/		
DATE SIGNED:	06/23/2021		
Total Attachments: 1			
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OP \$65.00 1680687

ASSIGNMENT

RDLX CO, a Delaware corporation having an address at 121 W. 36th Street, Suite 411, New York, New York 10018 (hereinafter referred to as the “**Assignor**”), owns the entire and exclusive right, title and interest in and to the following trademark and all goodwill associated therewith (hereinafter collectively referred to as the “**Trademarks**”):

THE BON-TON, U.S. Trademark Registration No. 1680687
THE BON-TON (Stylized), U.S. Trademark Registration No. 1661242

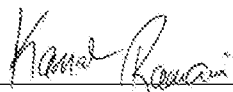
Assignor is desirous of assigning exclusive right, title and interest in and to the Trademarks and all goodwill associated therewith.

BONTON VENTURES, LLC, a Delaware limited liability company with offices located at 121 W 36th Street, Suite 411, New York, N.Y. 10018 (hereinafter referred to as the “**Assignee**”), is desirous of acquiring the entire and exclusive right, title and interest in and to the Trademarks and goodwill associated therewith.

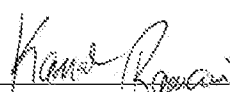
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and quitclaim to Assignee, its successors, assigns and legal representatives, the entire and exclusive right, title and interest in and to the Trademarks and all goodwill associated therewith. Assignor hereby authorizes and requests that the United States Patent and Trademark Office: record this Assignment; transfer to Assignee all ownership and records of ownership of Assignor’s entire right, title and interest in and to the Trademarks and all associated goodwill; and hereafter issue any and all appropriate documents, communications and registrations of the same to and in the name of Assignee.

Dated as of APRIL 9, 2021

RDLX CO

By: 
Name: KAMAL RAMANI
Title: CFO

BONTON VENTURES, LLC

By: 
Name: KAMAL RAMANI
Title: CFO