

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pirkus Circus Corporation		08/13/2012	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	THE GOVERNOR AND COMPANY OF ADVENTURERS OF ENGLAND TRADING INTO HUDSON'S BAY
Street Address:	401 Bay Street
Internal Address:	Suite 602
City:	Toronto, Ontario
State/Country:	CANADA
Postal Code:	M5H 2Y4
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	85293668	COMPANY OF ADVENTURERS
Serial Number:	85306796	NORTH OF WHERE YOU ARE
Serial Number:	85351394	COMPANY OF ADVENTURERS N

CORRESPONDENCE DATA

Fax Number: 2165790212
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 216-586-3939
 Email: rducatman@jonesday.com, pcyingier@jonesday.com
 Correspondent Name: Robert P. Ducatman
 Address Line 1: 901 Lakeside Avenue
 Address Line 2: JONES DAY
 Address Line 4: Cleveland, OHIO 44114

ATTORNEY DOCKET NUMBER:	048219-600001-PURKIS
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DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Robert P. Ducatman
Signature:	/Robert P. Ducatman/
Date:	08/21/2012

Total Attachments: 3
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ASSIGNMENT

FOR VALUE RECEIVED:

The undersigned, **PURKIS CIRCUS CORPORATION**, (hereinafter called the "Assignor"), the owner of the trade-marks listed on Exhibit A attached hereto (the "Trade-marks") hereby unconditionally assigns, transfers and sets over to and unto **THE GOVERNOR AND COMPANY OF ADVENTURERS OF ENGLAND TRADING INTO HUDSON'S BAY, ALSO KNOWN AS HUDSON'S BAY COMPANY** (hereinafter called the "Assignee"), having its principal office or place of business at 401 Bay Street, Suite 602, Toronto, Ontario M5H 2Y4:

(1) its entire right, title, and interest in and to the Trade-marks, any registrations and applications thereof, the goodwill of the business represented by said Trade-marks, any and all common law rights related to the Trade-marks and any and all copyrights represented by and relating to the Trade-marks, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully and completely as by the Assignor had this assignment not been made;


(2) the right to sue and recover for, and the right to profits or damages due or accrued in connection with, any and all past, present, or future infringement or dilution of the Trade-marks, and any and all causes of action related thereto; and

(3) the entire right, title, and interest in all convention and treaty rights of all kinds, including without limitation all rights of priority in and to the Trade-marks.

The Assignor undertakes and agrees to execute, at the expense of the Assignee, such further assurances as may reasonably be required in order to permit the Assignee to hold and enjoy the Trade-marks assigned hereunder and to obtain the recording of this Assignment.

EXECUTED at TORONTO this 13th day of AUGUST, 2012.

PURKIS CIRCUS CORPORATION

By: 
Name: MICHAEL PURKIS
Title: PRESIDENT

**Exhibit A
Trade-marks**

Purkis Circus Corporation Applications in Canada

Trade-mark	Application Number
COMPANY OF ADVENTURERS	1499756
COMPANY OF ADVENTURERS & Design	1531350
NORTH OF WHERE YOU ARE	1515034

Purkis Circus Corporation Applications in United States

Trade-mark	Serial Number
COMPANY OF ADVENTURERS	85293668
COMPANY OF ADVENTURERS N Design	85351394
NORTH OF WHERE YOU ARE	85306796

Purkis Circus Corporation Registrations in OHIM

Trade-mark	Application Number	Registration Number
COMPANY OF ADVENTURERS	009958257	009958257
NORTH OF WHERE YOU ARE	009958281	009958281

Purkis Circus Corporation Applications in China

Trade-mark	Application Number
COMPANY OF ADVENTURERS	9473972
COMPANY OF ADVENTURERS	9473973
NORTH OF WHERE YOU ARE	9473975
NORTH OF WHERE YOU ARE	9473974