

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mercury Jewellery Inc.		11/29/2013	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Everlast World's Boxing Headquarters Corporation		
Street Address:	PO Box 1809		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10156-1809		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85655508	4EVERLAST	
CORRESPONDENCE DATA			
Fax Number:	9147234301		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	914-723-4300		
Email:	rduff@lsllp.com		
Correspondent Name:	Renee L. Duff		
Address Line 1:	Lackenbach Siegel LLP		
Address Line 2:	One Chase Road		
Address Line 4:	Scarsdale, NEW YORK 10583		
ATTORNEY DOCKET NUMBER:	EVERL.LIC228		
NAME OF SUBMITTER:	Renee L. Duff		
Signature:	/RLD/		

OP \$40.00 85655508

Date:

12/02/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Mercury Jewellery Inc. (a Canadian Corporation) with an address of 451 Millway Avenue, Unit 6, Concord, Ontario L4K3V6 CANADA (hereinafter "ASSIGNOR"), is the owner of all right, title and interest in and to the trademark 4EVERLAST, which has been used since October 30, 2012, and has been used in interstate commerce with the United States since at least as early March 14, 2013, including two trademark registrations therefor, the particulars of which are as follows:

- 4EVERLAST, U.S. Ser. No. 85655908 for jewellery (United States), and
- 4EVERLAST, Can. App. No. 1582743 for jewellery (Canada);

(hereinafter referred to as the "Mark").

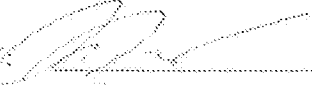
WHEREAS, Everlast World's Boxing Headquarters Corporation a New York corporation, with an address at P.O. Box 1809, New York, New York USA (hereinafter "ASSIGNEE"), is desirous of acquiring the Mark 4EVERLAST, together with the good will of the business symbolized by the Mark.

WHEREAS, the parties hereto are desirous of executing a document for purposes transferring all right, title and interest in and to the Mark, including all common law rights thereto, in the name of ASSIGNEE, and recording the same in the U.S. Patent and Trademark Office as well as the Canadian Intellectual Property Office.

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR does hereby sell, assign and transfer unto said ASSIGNEE all rights, title and interest and to said Mark, including the common law rights, together with the good will of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Mark and the applications and registrations thereof.

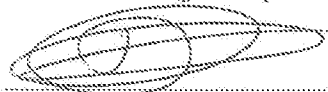
ASSIGNOR represents that it is the owner of all rights, title and interests in and to the Mark and that it has full right, power and authority to make this Assignment, that there are no current or effective licenses, assignments, security interests, or other encumbrances of or relating to the Mark.

ASSIGNOR: Mercury Jewellery Inc.

BY: 
NAME: Michael J. Pomeroy
TITLE: President
DATE: 12/18/2012

ACCEPTED BY ASSIGNEE:

Everlast World's Boxing Headquarters Corporation

BY: 
NAME: David Michael Eason
TITLE: Director
DATE: 29/11/2013