

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310362

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
butter LONDON LLC		07/10/2014	LIMITED LIABILITY COMPANY: WASHINGTON
RECEIVING PARTY DATA			
Name:	butter LONDON LLC		
Street Address:	549 South Dawson Street		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98108		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Serial Number:	86095445		
Serial Number:	85602549		
Serial Number:	86312218		
Serial Number:	78588497	BUTTER LONDON	
Serial Number:	85234868	BUTTER LONDON	
Serial Number:	85234874	BUTTER LONDON	
Serial Number:	85980812	BUTTER LONDON	
Serial Number:	86312212	BUTTER LONDON	
Serial Number:	85653657	HANDBAG HOLIDAY	
Serial Number:	85829597	HORSE POWER	
Serial Number:	86312222	NAIL 999	
Serial Number:	85602496		
Serial Number:	85602502	BUTTER LONDON	
Serial Number:	85936660	SCRUBBERS	
CORRESPONDENCE DATA			
Fax Number:	2063599000		
<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:	2063598000		
TRADEMARK			

OP \$365.00 86095445

Email: bzhang@perkinscoie.com
Correspondent Name: Julianne A. Henley
Address Line 1: 1201 Third Avenue, Suite 4900
Address Line 4: Seattle, WASHINGTON 98101

ATTORNEY DOCKET NUMBER: 66442-0067

NAME OF SUBMITTER: Julianne A. Henley

SIGNATURE: /Julianne A. Henley/

DATE SIGNED: 07/10/2014

Total Attachments: 8

source=2014-07-10 Worldwide Assignment of IP Rights#page1.tif
source=2014-07-10 Worldwide Assignment of IP Rights#page2.tif
source=2014-07-10 Worldwide Assignment of IP Rights#page3.tif
source=2014-07-10 Worldwide Assignment of IP Rights#page4.tif
source=2014-07-10 Worldwide Assignment of IP Rights#page5.tif
source=2014-07-10 Worldwide Assignment of IP Rights#page6.tif
source=2014-07-10 Worldwide Assignment of IP Rights#page7.tif
source=2014-07-10 Worldwide Assignment of IP Rights#page8.tif

WORLDWIDE ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

WHEREAS, butter LONDON LLC, a Washington limited liability company with a place of business at 549 South Dawson Street, Seattle, Washington 98108, United States of America ("Assignor"), owns common law intellectual property rights in various trademarks, copyrights, trade secrets, and other forms of intellectual property, as well as the specific trademark and copyright registrations, applications, and other filings shown in Exhibit A (collectively, these rights shall be referred to as the "IP");

WHEREAS, butter LONDON LLC, a Delaware limited liability company with a place of business at 549 South Dawson Street, Seattle, Washington 98108, United States of America ("Assignee"), desires to acquire all right, title, and interest in and to the IP, all goodwill and common law rights appurtenant thereto, and the portion of the business associated therewith, and Assignor desires to assign the same to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor does hereby sell, assign, and transfer to Assignee all worldwide rights, title, and interest in and to all IP currently owned by Assignor, and the goodwill and common law rights appurtenant thereto, and the portion of the business associated therewith, along with the right to recover for damages and profits for any past, present, and future infringements thereof, and Assignee does hereby accept this assignment.
2. Assignor hereby warrants that it has not pledged, mortgaged, assigned, transferred, or otherwise granted any rights or interests in the IP to any third party.
3. Assignor agrees to execute all instruments and documents and do such additional acts as Assignee may deem necessary or desirable to effect, evidence, record, and perfect the assignment and recordation of the rights being assigned hereunder. If Assignee is unable for any reason whatsoever to secure Assignor's signature to any document it is entitled to under this Assignment, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents, as its attorneys-in-fact, with full power of substitution to act for and on their behalf and instead of Assignor to execute and file any such document or documents and to do all other lawfully permitted acts to further the purposes of the foregoing with the same legal force and effect as if executed by Assignor.
4. The parties may execute this agreement in counterparts, each of which together shall be deemed the complete and fully executed agreement.
5. This agreement shall inure to the benefit of and be binding upon Assignee and Assignor and their respective heirs, successors, and assigns.
6. This agreement shall be effective as of the date of the last signature below ("Effective Date").

[Signature Pages Follow]

ASSIGNOR:

butter LONDON LLC (Washington Entity)

Leslie Freytag

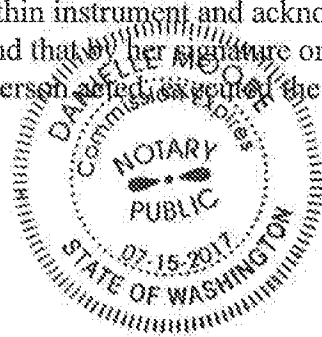
Name: Leslie Freytag
Title: President and Chief Executive Officer
Date: July 10, 2014

STATE OF WASHINGTON)
) ss,
COUNTY OF KING)

On July 10, 2014, before me, Danielle Moore, Notary Public, personally appeared Leslie Freytag, personally known to me, or who proved to me on the bases of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

My commission expires: July 15, 2017



Danielle Moore

Notary: Danielle Moore

ASSIGNEE:

butter LONDON LLC (Delaware Entity)

Leslie Freytag

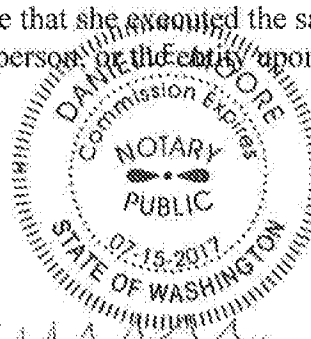
Name: Leslie Freytag
Title: President and Chief Executive Officer
Date: July 10, 2014

STATE OF WASHINGTON)
) ss.
COUNTY OF KING)

On July 10, 2014, before me, Danielle Moore, Notary Public, personally appeared Leslie Freytag, personally known to me, or who proved to me on the bases of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

My commission expires: July 15, 2017

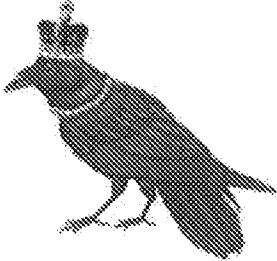

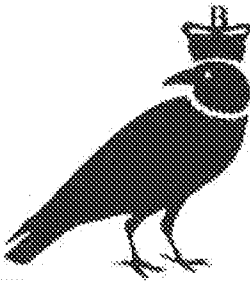


Danielle Moore
Notary: Danielle Moore

Exhibit A

Schedule of IP Registrations and Applications

butter LONDON LLC's Trademark Filings

Image	Country	Class	Priority Date	App. Date	App. #	Reg. Date	Reg. #	Status
	UNITED STATES	03		10/18/2013	86095445			PENDING
	AUSTRALIA	03	04/19/2012	10/05/2012	WO114551 5	05/22/2013	WO114551 5 1538425 ¹	REGISTERED
	CANADA	00	04/19/2012	10/19/2012	1,598,866			PENDING
	EUROPEAN UNION (CTM)	03	04/19/2012	10/05/2012	WO114551 5	12/03/2013	WO114551 5	REGISTERED
	NEW ZEALAND	03	04/19/2012	10/09/2012	966786	04/10/2013	966786	REGISTERED
	UNITED STATES	03		04/19/2012	85602549			ALLOWED
	WIPO	03	04/19/2012	10/05/2012	WO114551 5	10/05/2012	WO114551 5	REGISTERED
	UNITED STATES	03		08/17/2014	86312218			PENDING
BUTTER LONDON	AUSTRALIA	03, 35	02/04/2011	08/03/2011	WO109120 9	02/20/2012	WO109120 9 1452111 ¹	REGISTERED
	CANADA	00	02/04/2011	08/04/2011	1,538,416			PENDING
	EUROPEAN UNION (CTM)	03, 35	02/04/2011	08/03/2011	WO109120 9	08/08/2012	WO109120 9	REGISTERED
	HONG KONG	03, 35	02/04/2011	08/04/2011	301994996	09/10/2012	301994996	REGISTERED
	JAPAN	03, 35	02/04/2011	08/03/2011	WO109120 9	12/28/2012	WO109120 9	REGISTERED
	NEW ZEALAND	03, 35	02/04/2011	08/03/2011	846981	02/03/2012	846981	REGISTERED
	RUSSIA	03, 35		08/03/2011	WO109120 9			PENDING
	SOUTH KOREA	03, 35	02/04/2011	08/03/2011	WO109120 9	06/19/2012	WO109120 9	REGISTERED

¹ National Trademark Office Registration Number Differs from the World Intellectual Property Office Registration Number (Beginning with WO). Both Registration Numbers Appear.
LEGAL122396528.3


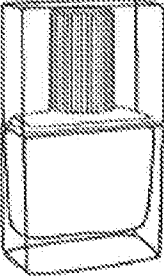
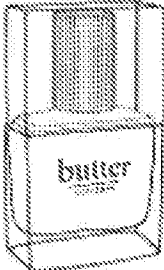
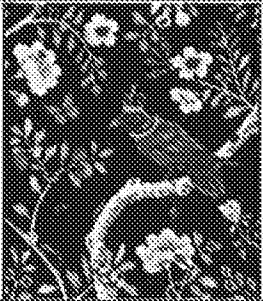


Image	Country	Class	Priority Date	App. Date	App. #	Reg. Date	Reg. #	Status
BUTTER LONDON	TAIWAN	03, 35	02/04/2011	08/03/2011	100039274	05/16/2012	1518707	REGISTERED
	UNITED STATES	44		03/16/2005	78588497	04/11/2006	3079241	REGISTERED
	UNITED STATES	03		02/04/2011	85234868			ALLOWED
	UNITED STATES	35		02/04/2011	85234874	10/23/2012	4230620	REGISTERED
	UNITED STATES	03		02/04/2011	85980812	02/04/2014	4479132	REGISTERED
	WIPO	03, 35	02/04/2011	08/03/2011	WO109120 9	08/03/2011	WO109120 9	REGISTERED
	UNITED STATES	03		06/17/2014	86312212			PENDING
HANDBAG HOLIDAY	UNITED STATES	03		06/15/2012	85653657	08/20/2013	4389322	REGISTERED
HORSE POWER	AUSTRALIA	03	01/22/2013	07/18/2013	WO117081 1	11/13/2013	WO117081 1 1574710 ¹	REGISTERED
	CANADA	00	01/22/2013	07/22/2013	1,636,156			PENDING
	CHINA	03	01/22/2013	07/18/2013	WO117081 1	03/24/2014	WO117081 1	REGISTERED
	EUROPEAN UNION (CTM)	03	01/22/2013	07/18/2013	WO117081 1			PENDING
	UNITED STATES	03		01/22/2013	85829597	08/27/2013	4392159	REGISTERED
	WIPO	03	01/22/2013	07/18/2013	WO117081 1	07/18/2013	WO117081 1	REGISTERED
NAIL 999	UNITED STATES	03		06/17/2014	86312222			PENDING
	CANADA	00	04/19/2012	10/19/2012	1,598,859			PENDING
	UNITED STATES	03		04/19/2012	85602496	12/11/2012	4257103	REGISTERED
	WIPO	03	04/19/2012	10/18/2012	WO113962 4	10/18/2012	WO113962 4	REGISTERED

Image	Country	Class	Priority Date	App. Date	App. #	Reg. Date	Reg. #	Status
	EUROPEAN UNION (CTM)	03	04/19/2012	10/18/2012	WO113962 3	10/22/2013	WO113962 3	REGISTERED
	UNITED STATES	03		04/19/2012	85602502	12/18/2012	4260828	REGISTERED
	WIPO	03	04/19/2012	10/18/2012	WO113962 3	10/18/2012	WO113962 3	REGISTERED
SCRUBBERS	AUSTRALIA	03	05/20/2013	10/21/2013	WO118245 9			PENDING
	CANADA	00	05/20/2013	08/28/2013	1,641,288			PENDING
	CHINA	03	05/20/2013	11/25/2013	WO118245 9			PENDING
	EUROPEAN UNION (CTM)	03	05/20/2013	10/21/2013	WO118245 9			PENDING
	UNITED STATES	03		05/20/2013	85936660	01/07/2014	4462099	REGISTERED
	WIPO	03	05/20/2013	10/21/2013	WO118245 9	10/21/2013	WO118245 9	REGISTERED

butter LONDON LLC's Copyright Filings

Copyright Title	Image	Country	Reg. No.	Reg. Date	Publication Date	Status
butter LONDON LLC Signature Design - Copyright Application		United States	VA 1-828-430	7/10/2012	9/30/2007	REGISTERED
Branwen Raven Logo - Color - Copyright Application		United States	VA 1-828-432	7/10/2012	6/30/2006	REGISTERED
Branwen Raven Logo - Black & White - Copyright Application		United States	VA 1-828-433	7/10/2012	6/30/2006	REGISTERED