

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312846

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
3959015 Canada Inc.		08/01/2014	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	4305647 Canada Inc.		
Street Address:	133 rue King		
City:	Montreal, Quebec		
State/Country:	CANADA		
Postal Code:	H3C2P2		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77050113	HOW IT'S MADE	
Serial Number:	85543832	HOW IT'S MADE 3D	
CORRESPONDENCE DATA			
Fax Number:	2027568087		
<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:	202-756-8000		
Email:	rkim@mwe.com, bmorgan@mwe.com, WASHINGTON_IP_DOCKET@MWE.COM, KSANDACZ@MWE.COM		
Correspondent Name:	Richard Y. Kim		
Address Line 1:	500 North Capitol Street, NW		
Address Line 2:	McDermott Will & Emery LLP		
Address Line 4:	Washington, D.C. 20001		
ATTORNEY DOCKET NUMBER:	067600-0166		
DOMESTIC REPRESENTATIVE			
Name:	Richard Y. Kim		
Address Line 1:	500 North Capitol Street, NW		
Address Line 2:	McDermott Will & Emery LLP		
Address Line 4:	Washington, D.C. 20001		
NAME OF SUBMITTER:	Richard Y. Kim		
		TRADEMARK	

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SIGNATURE:	/Richard Y. Kim/
DATE SIGNED:	08/04/2014
Total Attachments: 2 source=Assignment 1#page1.tif source=Assignment 1#page2.tif	

**TRADE-MARK
ASSIGNMENT**

WHEREAS 3959015 Canada Inc., the full post office address of whose principal office or place of business is 133 rue King, Montreal, Quebec H3C2P2 Canada (the "Assignor"), owns all rights, title and interest in, under, and to the trade-marks identified in Schedule A attached hereto (the "Marks"), including the registrations and applications therefor, the common law trade-mark rights therein as well as the goodwill associated with and symbolised by the Marks;

WHEREAS 4305647 Canada Inc., the full post office address of whose principal office or place of business is 133 rue King, Montreal, Quebec H3C2P2 Canada (the "Assignee") is desirous of obtaining the entire right, title and interest in and to the Marks, as well as the goodwill associated with and symbolised by the Marks;

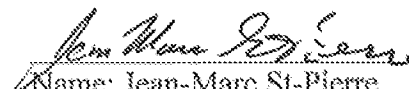
NOW, therefore for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to said Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks, including the goodwill associated with and symbolised by the Marks, together with the right to registration, the applications for registration and registrations set out in Schedule "A" attached hereto and all rights of action accrued under and by virtue thereof, including the right to sue and recover for past infringement of the Marks and any rights of opposition accrued to the Assignor and any of its predecessors in title;

AND the Assignor agrees to execute all such documents and do all such acts, at the costs of the Assignee, as may be necessary to give effect to this Assignment and the recordal thereof;

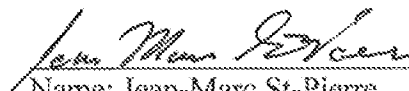
AND the Assignor finally declares that any prior use of the Marks by it or by any of its predecessors in title inures to the exclusive benefit of the Assignee.

EXECUTED at Montreal, Quebec, Canada this 4 day of August 2014.

The Assignor:

Per: 
Name: Jean-Marc St-Pierre
Title: President

The Assignee:

Per: 
Name: Jean-Marc St-Pierre
Title: President

SCHEDULE A

List of Assigned Trade-Marks

<u>Trade-mark</u>	<u>Appl'n No.</u>	<u>Reg'n No.</u>
HOW IT'S MADE	77050113	3328408
HOW IT'S MADE 3D	85543832	