

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM328430

|   |  |                       |                            |
|---|--|-----------------------|----------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                            |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                            |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                            |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>         |
| JACK WILDE  |  | 06/16/2014            | INDIVIDUAL: UNITED KINGDOM |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                            |
| <b>Name:</b>  | Joules Limited                                     |                       |                            |
| <b>Street Address:</b>  | 16, The Point, Rockingham Road, Market Harborough  |                       |                            |
| <b>City:</b>  | Leicestershire                                     |                       |                            |
| <b>State/Country:</b>   | UNITED KINGDOM                                     |                       |                            |
| <b>Postal Code:</b>   | LE16 7QU   |                       |                            |
| <b>Entity Type:</b>   | LIMITED LIABILITY COMPANY: UNITED KINGDOM          |                       |                            |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |                       |                            |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                            |
| <b>Registration Number:</b>   | 3375939  | JULE                  |                            |
| <b>Registration Number:</b>   | 3364617  | JULE                  |                            |
| <b>Registration Number:</b>   | 3364618  | JULE                  |                            |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                            |
| <b>Fax Number:</b>  | 4352521361   |                       |                            |
| <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> |  |                       |                            |
| <b>Phone:</b>   | 4352521360   |                       |                            |
| <b>Email:</b>   | rjacques@mabr.com                                  |                       |                            |
| <b>Correspondent Name:</b>  | Rachel Jacques                                     |                       |                            |
| <b>Address Line 1:</b>  | 1389 Center Drive                                  |                       |                            |
| <b>Address Line 2:</b>  | Suite 300  |                       |                            |
| <b>Address Line 4:</b>  | Park City, UTAH 84098                              |                       |                            |
| <b>DOMESTIC REPRESENTATIVE</b>  |  |                       |                            |
| <b>Name:</b>  | Maschoff Brennan                                   |                       |                            |
| <b>Address Line 1:</b>  | 1389 Center Drive, Suite 300                       |                       |                            |
| <b>Address Line 4:</b>  | Park City, UTAH 84098                              |                       |                            |
| <b>NAME OF SUBMITTER:</b>   | Rachel Jacques                                     |                       |                            |
| <b>SIGNATURE:</b>   | /Rachel Jacques/                                   |                       |                            |

OP \$90.00 3375939

|                     |            |
|---------------------|------------|
| <b>DATE SIGNED:</b> | 01/08/2015 |
|---------------------|------------|

**Total Attachments: 4**

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**DEED OF ASSIGNMENT**

**Between:**

- (i) **JACK WILDE** (hereinafter referred to as the "Assignor"), an individual of UK citizenship having a contact address of 90 Long Acre, Office Suite 103, London, WC2E 9RZ, UK of the one part

-and-

- (ii) **Joules Limited** (hereinafter referred to as the "Assignee"), a UK limited liability company of 16, The Point, Rockingham Road, Market Harborough, Leicestershire, LE16 7QU, UK of the other part

**Whereas:**

- A. The Assignor is the proprietor of all rights, title and interest in and to the trade marks JULE and JULE & design, and the corresponding registrations thereof in the United States Patent and Trademark Office, details of which are set out in the Schedule attached hereto (hereinafter "the Trade Marks"), together with the goodwill of the business connected with and symbolised by the Trade Marks and
- B. The Assignor has agreed to assign to the Assignee the Trade Marks and the goodwill connected with and symbolised by the Trade Marks upon the terms and conditions set out below.

**Operative Provisions:**

In pursuance of said agreement and for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Assignor HEREBY ASSIGNS unto the Assignee all its rights, title and interest in and to the Trade Marks in the United States and all jurisdictions outside the United States, together with the goodwill connected with and symbolised by the Trade Marks and the full and exclusive benefit of the Trade Marks.


The Assignor authorises the Commissioner of Trademark of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registration of the Trade Marks to the Assignee as assignee of the Assignor's entire right, title and interest therein. Assignor undertakes further at the request of the Assignee to do all acts and execute all documents that may be necessary to confirm the title of the Assignee to the Trade Marks assigned above whether in connection with any registration of such title or otherwise.

IN WITNESS THEREOF the parties hereto have executed this Deed as follows:

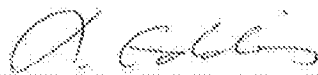
EXECUTED AT: COVENT GARDEN, LONDON

This 16<sup>th</sup> day of JUNE 2014

By the ASSIGNOR:

  
\_\_\_\_\_  
Jack Wilde

In the presence of:

  
\_\_\_\_\_  
Name: JENNIFER EDDIS

Address: 52 Ravensbury Road  
Earlsfield  
London SW18 4RZ

EXECUTED AT: MARKET HARBOROUGH, ENGLAND

This 6<sup>th</sup> day of MARCH 2014

On behalf of the ASSIGNEE:

  
\_\_\_\_\_  
Name: W. MARC LOMBARDO

Position: FINANCE DIRECTOR

In the presence of:

  
\_\_\_\_\_  
Name: EMMA HERMANN

Address: JOULES LTD, 16 THE POINT  
ROCKINGHAM ROAD  
MARKET HARBOROUGH  
LE16 7QU ENGLAND

**Schedule**

| US Registration No. | Trade Mark    | Application Date | Serial No. | Registration Date |
|---------------------|---------------|------------------|------------|-------------------|
| 3375939             | JULE & design | 07/09/2005       | 78708143   | 29/01/2008        |
| 3364617             | JULE          | 12/03/2007       | 77128572   | 08/01/2008        |
| 3364618             | JULE & design | 12/03/2007       | 77128606   | 08/01/2008        |

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