

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330284

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
3074153 Canada Inc.		01/23/2015	COMPANY: CANADA
RECEIVING PARTY DATA			
Name:	SML Canada Acquisition Corp.		
Street Address:	Suite 1700, Park Place		
Internal Address:	666 Burrard Street		
City:	Vancouver, British Columbia		
State/Country:	CANADA		
Postal Code:	V6C 2X8		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3297791	AQUAPROTECT AQUAPROTECT	
Registration Number:	3255561	B BLONDO CANADA	
Registration Number:	4163347	BE COMFORTABLE BLONDO	
Registration Number:	4163348	BE COMFORTABLE BLONDO	
Registration Number:	3209261	BLONDO	
Registration Number:	1303889	COLLEGE	
Registration Number:	4196081	FABER	
CORRESPONDENCE DATA			
Fax Number:	2026725399		
<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:	2026725300		
Email:	ipdocketing@foley.com		
Correspondent Name:	Katherine P. Califa		
Address Line 1:	Foley & Lardner LLP		
Address Line 2:	3000 K Street N.W., Suite 600		
Address Line 4:	Washington, D.C. 20007-5109		
ATTORNEY DOCKET NUMBER:	099374-0118		
NAME OF SUBMITTER:	Katherine P. Califa		

OP \$190.00 3297791

SIGNATURE:	/Katherine P. Califa/
DATE SIGNED:	01/28/2015
Total Attachments: 8 source=Trademark Assignment - Regence to Madden(1)#page1.tif source=Trademark Assignment - Regence to Madden(1)#page2.tif source=Trademark Assignment - Regence to Madden(1)#page3.tif source=Trademark Assignment - Regence to Madden(1)#page4.tif source=Trademark Assignment - Regence to Madden(1)#page5.tif source=Trademark Assignment - Regence to Madden(1)#page6.tif source=Trademark Assignment - Regence to Madden(1)#page7.tif source=Trademark Assignment - Regence to Madden(1)#page8.tif	

WORLDWIDE TRADEMARK ASSIGNMENT

WHEREAS, 3074153 Canada Inc., a Canadian company, having its principal place of business in Quebec, Canada, is the owner of all right, title and interest in and to the trademarks and trademark applications and registrations therefor, identified in Exhibit A;

WHEREAS, Chaussures Regence Inc., a Canadian company, having its principal place of business in Quebec, Canada, is the owner of all right, title and interest in and to the trademarks and trademark applications and registrations therefor, identified in Exhibit B.

WHEREAS, 3074153 Canada Inc. and Chaussures Regence Inc., are hereinafter individually referred to as “**Assignor**” and collectively referred to as “**Assignors**,” and the trademarks and trademark applications and registrations therefor identified in Exhibit A and Exhibit B are hereinafter collectively referred to as “**Marks**”;

WHEREAS, SML Canada Acquisition Corp., a Canadian corporation, having its principal place of business at Suite 1700, Park Place, 666 Burrard Street, Vancouver, British Columbia V6C 2X8 Canada (hereinafter “**Assignee**”), is desirous of acquiring said Marks;

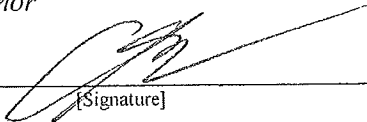
WHEREAS, Assignors and Assignee are parties to that certain Asset Purchase Agreement, dated as of January 23, 2015 (the “**Agreement**”), pursuant to which Assignee is purchasing, among other things, all of Assignors’ rights, title and interest in the Marks;

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

1. Assignment. Each Assignor hereby irrevocably assigns, transfers and conveys unto Assignee, and Assignee hereby accepts, effective as of the date of the Agreement, all right, title and interest in and to the said Marks, together with that part of the goodwill of the business connected with and symbolized by the said Marks, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said Marks or injury to the said goodwill, and the right to sue for and recover the same in its, the Assignee’s, own name.
2. Cooperation. Each Assignor shall cooperate fully with the Assignee, including executing and delivering such further and additional documents as may be necessary or appropriate, in order to give effect to the intent and terms of this agreement and to record this assignment and transfer of ownership with the local trademark offices or other governmental bodies.

[Remainder of Page Intentionally Left Blank – Signature Page Follows]

3074153 CANADA INC.
as Assignor

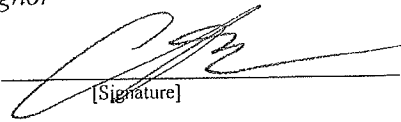
By: 
[Signature]

Name: Christian Bergeron

Title: President

Date: January 23, 2015

CHAUSSURES REGENCE INC.
as Assignor

By: 
[Signature]

Name: Christian Bergeron

Title: President

Date: January 23, 2015

SML CANADA ACQUISITION CORP.
as Assignee

By: _____
[Signature]

Name: Edward R. Rosenfeld



Title: President & Chief Executive Officer



Date: January ____, 2015

[Signature page to Worldwide Trademark Assignment]

Exhibit A

Country	Mark	Goods	Status	Owner
Canada	AQUA COLLEGE App. No. 1475926 Reg. No. TMA841428	(1) Bottes nommément, bottes d'hiver pour femmes. (2) Bottes nommément bottes d'hiver pour hommes et enfants. Wares and Services Translation: (1) Boots by name, boots of winter ladies'. (2) Boots by name boots of winter for men and children.	Registered Filing Date: 07-APR-2010 Registration Date: 28-JAN-2013	3074153 Canada Inc.
Canada	AQUA PROTECT App. No. 1251101 Reg. No. TMA665028	(1) Bottes et des chaussures lesquelles bottes et chaussures sont fabriquées selon une procédure et/ou des matériaux particuliers pour améliorer leur résistance à l'eau. Wares and Services Translation: (1) Boots and footwear namely boots and footwear are manufactured according to procedure and/or materials individuals for improving their resistance to water.	Registered Filing Date: 17-MAR-2005 Registration Date: 26-MAY-2006	3074153 Canada Inc.
Canada	B BLONDO CANADA & Design  App. No. 1298363 Reg. No. TMA693511	(1) Bottes et souliers. Wares and Services Translation: (1) Boots and shoes.	Registered Filing Date: 19-APR-2006 Registration Date: 06-AUG-2007	3074153 Canada Inc.
Canada	B BLONDO CANADA & Design  App. No. 0552551 Reg. No. TMA320295	(1) Bottes et souliers. Wares and Services Translation: (1) Boots and shoes.	Registered Filing Date: 14-NOV-1985 Registration Date: 07-NOV-1986	3074153 Canada Inc.
Canada	BE BY BLONDO App. No. 1438012 Reg. No. TMA838105	(1) Bottes et chaussures tout aller et de sport pour femmes, hommes et enfants. Wares and Services Translation: (1) Boots. And all shoes going and of sport ladies', men and children.	Registered Filing Date: 13-MAY-2009 Registration Date: 10-DEC-2012	3074153 Canada Inc.

Country	Mark	Goods	Status	Owner
Canada	BE COMFORTABLE BLONDO & Design  comfortable BLONDO App. No. 1525127 Reg. No. TMA830863	(1) Bottes et chaussures tout aller et de sport pour femmes, hommes et enfants. Wares and Services Translation: (1) Boots. And all shoes going and of sport ladies', men and children.	Registered Filing Date: 27-APR-2011 Registration Date: 29-AUG-2012	3074153 Canada Inc.
Canada	BE COMFORTABLE BY BLONDO App. No. 1438005 Reg. No. TMA785740	(1) Bottes et chaussures tout aller et de sport pour femmes, hommes et enfants. Wares and Services Translation: (1) Boots. And all shoes going and of sport ladies', men and children.	Registered Filing Date: 13-MAY-2009 Registration Date: 22-DEC-2010	3074153 Canada Inc.
Canada	BLONDO App. No. 0495589 Reg. No. TMA304751	(1) Bottes et souliers. Wares and Services Translation: (1) Boots and shoes	Registered Filing Date: 1982-11-30 Registration Date: 1985-07-12	3074153 Canada Inc.
Canada	BLONDO ULTRA FLEX App. No. 1002956 Reg. No. TMA536333	(1) Bottes d'hiver. Wares and Services Translation: (1) Winter boots.	Registered Filing Date: 26-JAN-1999 Registration Date: 31-OCT-2000	3074153 Canada Inc.
Canada	COLLEGE App. No. 0446184 Reg. No. TMA247923	(1) Souliers rigides de marche en cuir, tout aller, genre sport, lacés ou non lacés. Wares and Services Translation: Rigid leather walking shoes, just go, such sport, laced laced or not.	Registered Filing Date: 06-NOV-1979 Registration Date: 11-JUL-1980	3074153 Canada Inc.
Canada	COLLEGE & Design  App. No. 1303389 Reg. No. TMA684323	(1) Souliers et bottes. Wares and Services Translation: (1) SHOES AND BOOTS.	Registered Filing Date: 30-MAY-2006 Registration Date: 22-MAR-2007	3074153 Canada Inc.

Country	Mark	Goods	Status	Owner
Canada	CSCS COLD SHEILD CONFORT SYSTEM App. No. 1271770 Reg. No. TMA669403	(1) Chaussures, nommément, bottes, bottes de travail, souliers, espadrilles, bottes de sécurité, souliers de sécurité, couvre-chaussures. Wares and Services Translation: (1) Footwear, by name, boots, work boots, shoes, esparto shoes, safety boots, safety shoes, shoe covers.	Registered Filing Date: 13-SEP-2005 Registration Date: 08-AUG-2006	3074153 Canada Inc.
Canada	FABER App. No. 1434742 Reg. No. TMA786389	(1) Bottes et souliers. Wares and Services Translation: (1) Boots. And shoes.	Registered Filing Date: 16-APR-2009 Registration Date: 05-JAN-2011	3074153 Canada Inc.
Canada	STUDIO B App. No. 1020997 Reg. No. TMA540985	(1) Fabrication sur commande, la conception et la vente de chaussures. Wares and Services Translation: (1) Manufacturing on order, the design and the sale of shoes.	Registered Filing Date: 05-JUL-1999	3074153 Canada Inc.
Canada	STUDIO BLONDO App. No. 1207506 Reg. No. TMA665970	(1) Promotion de la vente de marchandises, en l'occurrence des bottes et des chaussures, par la distribution d'imprimés. Wares and Services Translation: (1) Promotion of the sale of goods, of occurrence boots and footwear, distribution of printed matter.	Registered Filing Date: 10-MAR-2004	3074153 Canada Inc.
United States	AQUAPROTECT & Design  App. No. 78895488 Reg. No. 3297791	Int. Cl. 25 water resistant footwear	Registered Filing Date: 30-MAY-2006 Registration Date: 25-SEP-2007	3074153 Canada Inc.
United States	B BLONDO CANADA & Design  App. No. 78864872 Reg. No. 3255561	Int. Cl. 25 boots; shoes	Registered Filing Date: 19-APR-2006 Registration Date: 26-JUN-2007	3074153 Canada Inc.



Country	Mark	Goods	Status	Owner
United States	BE COMFORTABLE BLONDO App. No. 85305939 Reg. No. 4163347	Int. Cl. 25 casual sports boots and footwear for women, men and children	Registered Filing Date: 27-APR-2011 Registration Date: 26-JUN-2012	3074153 Canada Inc.
United States	BE COMFORTABLE BLONDO & Design  comfortable BLONDO App. No. 85306135 Reg. No. 4163348	Int. Cl. 25 casual and sports boots and footwear for women, men and children	Registered Filing Date: 27-APR-2011 Registration Date: 26-JUN-2012	3074153 Canada Inc.
United States	BLONDO App. No. 78907103 Reg. No. 3209261	Int. Cl. 25 winter boots	Registered Filing Date: 13-JUN-2006 Registration Date: 13-FEB-2007	3074153 Canada Inc.
United States	COLLEGE App. No. 73447190 Reg. No. 1303889	Int. Cl. 25 shoes	Renewed (Registered) Filing Date: 07-OCT-1983 Registration Date: 06-NOV-1984	3074153 Canada, Inc.
United States	FABER App. No. 85225204 Reg. No. 4196081	Int. Cl. 25 boots and shoes	Registered Filing Date: 25-JAN-2011 Registration Date: 21-AUG-2012	3074153 Canada Inc.

Exhibit B

Jurisdiction	Mark	Goods	Status	Owner
China	B BLONDO & Design  App. No. 8291046 Reg. No. 8291046	Class 25: Clothing; Shoes; Headgear; Stockings; Gloves (not include those used for special purpose); Neckties, mufflers, mantillias and veils; Belts and ribbons for clothing	Registered Filing Date: 12-MAY-2010 Registration Date: 07-SEP-2014	Chaussures Regence Inc.
China	BLONDO App. No. 9775255	Class 25: Shoes; certain shoes for special use	Application Pending Filing Date: 28-JUL-2011	Chaussures Regence Inc.
European Union ("Community Trademark")	BLONDO App. No. 000758383 Reg. No. 000758383	Bottes et souliers. Wares and Services Translation: Boots and shoes.	Registered Filing Date: 07-APR-1998 Registration Date: 21-APR-1999	Chaussures Regence Inc.
Mexico	BLONDO App. No. 1561996	Class 25: Botas; zapatos Wares and Services Translation: Boots and shoes	Pending Filing Date: 18-DEC-2014	Chaussures Regence Inc.