

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330920

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Grendene, S.A.		01/28/2015	CORPORATION: BRAZIL
RECEIVING PARTY DATA			
Name:	Grendene USA, Inc.		
Street Address:	2481 Principal Row, Suite 300		
City:	Orlando		
State/Country:	FLORIDA		
Postal Code:	32837		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1908543	IPANEMA	
Registration Number:	4345916	IPANEMA	
CORRESPONDENCE DATA			
Fax Number:	8655234478		
<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:	865-546-4305		
Email:	mbradford@luedeka.com		
Correspondent Name:	Michael J. Bradford		
Address Line 1:	P. O. Box 1871		
Address Line 4:	Knoxville, TENNESSEE 37901		
ATTORNEY DOCKET NUMBER:	64147.M1 64147.M2		
NAME OF SUBMITTER:	Michael J. Bradford		
SIGNATURE:	/Michael J. Bradford/		
DATE SIGNED:	02/03/2015		
Total Attachments: 1			
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OP \$65.00 1908543

ASSIGNMENT

Grendene, S.A., a Brazil corporation, having a principal place of business at Ave. Duque de Caxias, 131-A-CX, Postal 230.95.180, Farroupilha RS, Brazil, (hereinafter "Assignor") owner of the mark IPANEMA used and registered in the United States of America for and in connection with footwear and retail store services featuring footwear (the "Goods and Services") and any/all other marks, logos, names, trade names, and/or business names, containing any form of the word "ipanema" alone or together with any other words, letters, or designs (hereinafter collectively referred to as the "Mark") as used for or in connection with the Goods and Services, and the owner of the following United States Registrations for forms of the Mark:

<u>Mark</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
IPANEMA	1,908,543	August 1, 1995
IPANEMA	4,345,916	June 4, 2013

(the above-mentioned Mark and Registrations being referred to hereinafter collectively as the "Mark and Registrations"), for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, has assigned and hereby does assign to Grendene USA, Inc., a corporation of the state of Delaware, having a principal place of business at 2481 Principal Row, Suite 300, Orlando, Florida 32837, (hereinafter "Assignee"), all of Assignor's right, title and interest in and to the Mark and Registrations in the United States of America, together with all of the goodwill of the business symbolized by the Mark and Registrations in the United States of America, and all rights of action for infringement thereof.

Assignor agrees and covenants to sign any and all further papers and do any and all further acts reasonably necessary to document and/or effectuate, confirm, or evidence this assignment or any aspect thereof and to fully vest in Assignee all of the Assignor's right, title, and interest in and to the Mark and Registrations.

Grendene S.A.

Date: 1-28-2015

By: 

Gelson Rostrollo, Vice-President