

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

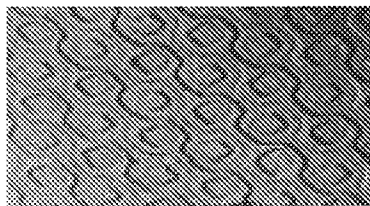
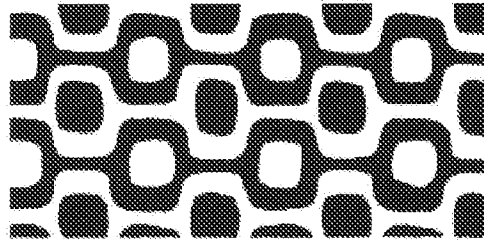
ETAS ID: TM337389

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| 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. | | 04/02/2015 | 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4599638 | | |
| 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: | 8655464305 | | |
| 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: | 68754.M1 | | |
| NAME OF SUBMITTER: | Michael J. Bradford | | |
| SIGNATURE: | /Michael J. Bradford/ | | |
| DATE SIGNED: | 04/06/2015 | | |
| Total Attachments: 2 | | | |
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| source=68754m1-topto-20150402-Assignment-signed#page2.tif | | | |

OP \$40.00 4599638

ASSIGNMENT

Grendene, S.A., a Brazil corporation, having a principal place of business at Ave. Pedro Grendene, 131-A - Farroupilha RS, Brazil, (hereinafter "Assignor") is the owner of a trademark in the form of a rectangular pattern (herein the "Pattern") with rectangles connected by bars, examples of which are shown below:



The Pattern has been and is used in the United States of America for and in connection with footwear and retail store services featuring footwear (the "Goods and Services") and the Pattern has been registered in the United States under registration number 4599638 (the "Registration") for footwear. The Pattern and any/all other designs, marks, logos, names, trade names, and/or business names, containing any form of the Pattern alone or together with words, letters, or other designs as used for or in connection with the Goods and Service are herein collectively referred to as the "Mark".

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor 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 Registration in the United States of America, together with all of the goodwill of the business symbolized by the Mark and Registration in the United States of America, and all rights of action for infringement thereof occurring in the past, present and future.

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: April 2, 2015

By 

Gelson Rostirolla, Vice-President