

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355288

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Skechers U.S.A., Inc. II		09/10/2015	CORPORATION:
RECEIVING PARTY DATA			
Name:	BrandBlack, LLC		
Street Address:	122 Lomita St.		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4777587	BRANDBLACK	
Registration Number:	4716997		
Registration Number:	4728169	BB	
Serial Number:	86426977	BLACKFOAM	
Serial Number:	86454059	BLACKFOAM	
Serial Number:	86111203	BRANDBLACK	
Serial Number:	86135948	JC J. CROSSOVER	
Serial Number:	86976926	JC J. CROSSOVER	
CORRESPONDENCE DATA			
Fax Number:	3105571540		
<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:	3105571511		
Email:	mlerner@kleinbergler.com		
Correspondent Name:	Marshall A. Lerner		
Address Line 1:	1875 Century Park East		
Address Line 2:	Suite 1150		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	241289.25334		
NAME OF SUBMITTER:	Marshall A. lerner		

OP \$215.00 4777587

SIGNATURE:	/marshall a. lerner/
DATE SIGNED:	09/16/2015
Total Attachments: 3 source=BrandBlack Assignment of Trademark Rights 25334#page1.tif source=BrandBlack Assignment of Trademark Rights 25334#page2.tif source=BrandBlack Assignment of Trademark Rights 25334#page3.tif	

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, SKECHERS U.S.A., INC. II, a Delaware Corporation, located at 228 Manhattan Beach Blvd., Manhattan Beach, California 90266 U.S.A., hereinafter referred to as ASSIGNOR, is the owner of the following trademarks and registrations thereof, identified herein in Schedule A, hereinafter referred to as the Marks;

WHEREAS, BRANDBLACK, LLC, a Limited Liability Company, located at 122 Lomita Street, El Segundo, California 90245 U.S.A., hereinafter referred to as ASSIGNEE, is desirous of acquiring all right, title and interest in and to the Marks.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by said Marks and the registrations and applications thereof.


ASSIGNOR hereby further assigns to ASSIGNEE (a) all damages and other proceeds hereafter recovered or received in any infringement suit, settlement or other proceeding related to the Marks, (b) the right to sue for past, present and future infringements of the Marks, and (c) all other rights corresponding to the Marks and any existing or future applications and registrations related to the Marks throughout the world.

ASSIGNOR further warrants that upon request of ASSIGNEE, it shall execute all documents, instruments and papers, make all rightful oaths, testify on behalf of ASSIGNEE and do all other lawful acts necessary to carry out the intent of this Assignment or to more fully

evidence ASSIGNEE'S rights in the Marks as well as to provide such other material, information and assistance as ASSIGNEE may consider necessary to carry out the intent of this Assignment.







The assignment is binding upon the parties, their successors and assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, I have hereunto set my hand and seal on September 10,
2015.



David Weinberg
Chief Financial Officer
SKECHERS U.S.A., INC. II

Schedule A
U.S. Trademark Registrations in the name of SKECHERS U.S.A., INC. II

Country	Mark	Class	Serial No./ Filing Date	Registration No./ Registration Date
United States	BRANDBLACK	25	85/794,687 12/4/2012	4,777,587 7/21/2015
United States	 (Internally identified as "Design (Point)")	25	85/898,158 4/8/2013	4,716,997 4/7/2015
United States	 (Internally identified as "Design (BB)")	25	85/898,195 4/8/2013	4,728,169 4/28/2015
United States		25	86/426,977 10/17/2014	
United States		25	86/454,059 11/13/2014	
United States	BRANDBLACK	3, 9, 14, 16, 18, 25, 28, 35, 41	86/111,203 11/5/2013	
United States	 J.CROSSOVER (Internally identified as "J. CROSSOVER and Design")	25	86/135,948 12/5/2013	
United States	 J.CROSSOVER (Internally identified as "J. CROSSOVER and Design")	25	86/976,926 12/5/2013	