

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM360533

| | | | |
|----------------------------------|---|-----------------------|----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | |
| EFFECTIVE DATE: | 09/10/2015 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| NWHL LLC | | 10/29/2015 | LIMITED LIABILITY COMPANY: |
| RECEIVING PARTY DATA | | | |
| Name: | NWHL Holdings LLC | | |
| Street Address: | c/o Natter & Natter, 501 Fifth Avenue | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10017 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: NEW YORK | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86521150 | BOSTON PRIDE | |
| Serial Number: | 86521155 | NWHL | |
| Serial Number: | 86521195 | CONNECTICUT WHALE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| | <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> | | |
| Email: | ben@natterip.com | | |
| Correspondent Name: | Ben Natter | | |
| Address Line 1: | 501 Fifth Avenue | | |
| Address Line 4: | new york, NEW YORK 10017 | | |
| ATTORNEY DOCKET NUMBER: | 15-7343, 7344, 7345 NWHL | | |
| NAME OF SUBMITTER: | Ben Natter | | |
| SIGNATURE: | //Ben Natter// | | |
| DATE SIGNED: | 10/29/2015 | | |
| Total Attachments: 1 | source=Assignment 1029#page1.tif | | |

OP \$90.00 86521150

ASSIGNMENT

WHEREAS, NWHL LLC, a Delaware Limited Liability Company, with its principal place of business at c/o Natter & Natter, 501 Fifth Avenue, New York, NY 10017 ("Assignor") is the owner of record of the below marks filed February 2, 2015 under 15 U.S.C. 1051(b).

| Serial. No. | MARK |
|-------------|-------------------|
| 86/521,150 | BOSTON PRIDE |
| 86/521,155 | NWHL |
| 86/521,195 | CONNECTICUT WHALE |

WHEREAS, NWHL Holdings LLC, a New York Limited Liability Company, with its principal place of business at c/o Natter & Natter, 501 Fifth Avenue, New York, NY 10017 ("Assignee") desires to acquire right, title and interest in and to the Marks as successor to the business of NWHL LLC, pertaining to said marks, together with the goodwill of the business symbolized and associated with and by the said Marks and applications for registration thereof, Application Serial Nos. 86/521,150, 86/521,195 and 86/521,155; and

WHEREAS, Assignor wishes to assign all its right, title and interest in the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, NWHL LLC hereby assigns and transfers to assignee all right title and interest in and to said marks and the applications for registration thereof, together with the goodwill of the business symbolized by said marks to NWHL Holdings LLC, as successor to the business to which the marks pertain, effective as of September 10, 2015.

NWHL LLC

By: 

Name: Dani Rylan

Title: Member

Date: 10/29/15