

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM361734

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BSGL1963 LIMITED		07/17/2015	private limited company: NORTHERN IRELAND
RECEIVING PARTY DATA			
Name:	Ben Sherman IP Holdings LP		
Street Address:	c/o Marquee Brands		
Internal Address:	5th Floor		
City:	50 West 57th Street		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2104981	BEN SHERMAN	
Registration Number:	2919380	BEN SHERMAN JEANSWEAR	
Registration Number:	3109886	BEN SHERMAN	
Registration Number:	3222544	BEN SHERMAN	
Registration Number:	3410401	BEN SHERMAN	
Registration Number:	3489817		
Registration Number:	3696967		
Registration Number:	3961585	BEN SHERMAN	
Registration Number:	4180906	PLECTRUM	
Registration Number:	4502007	PLECTRUM	
Registration Number:	4502205	SHIRT BAR	
Registration Number:	4515162	BEN SHERMAN SHIRT BAR	
CORRESPONDENCE DATA			
Fax Number:	212-744-65		
<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:	212-472-6262		
Email:	arlatifi@tuckerlatifi.com		
TRADEMARK			

OP \$315.00 2104981

Correspondent Name: Ali R. Latifi
Address Line 1: 160 East 84th Street
Address Line 2: Suite 5E
Address Line 4: New York, NEW YORK 10028

NAME OF SUBMITTER: Ali R. Latifi

SIGNATURE: /Ali R. Latifi/

DATE SIGNED: 11/09/2015

Total Attachments: 3

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U.S. Trademark Assignment

ASSIGNMENT is effective as of July 17, 2015, by BSL1963 Limited (formerly known as Ben Sherman Group Limited), a private limited company organized under the laws of Northern Ireland, having its principal offices at 20 Portatown Road, Lurgan, Co. Armagh, BT66 8RE Northern Ireland on behalf of itself, its direct parent BSL1963 Limited known as (Ben Sherman Limited), Ben Sherman Clothing LLC and the direct and indirect subsidiaries of BSL1963 Limited (collectively, "Assignor")

WHEREAS, Assignor is the owner of and has adopted and is using trademark registrations and application(s) identified in the attached **Schedule A** hereto (the "Marks");

WHEREAS, Ben Sherman IP Holdings LP, a Delaware limited partnership with an office and place of business at c/o Marquee Brands, 50 West 57th Street, 5th Floor, New York, NY 10019 ("Assignee") wishes to acquire Assignor's right, title, and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used; and,

WHEREAS, Assignor wishes to assign the Marks together with the goodwill of the business in connection with which the Marks are used to Assignee.

NOW, THEREFORE, in consideration of good and valuable consideration received, receipt of which is hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in and to the Marks together with the goodwill of the business in connection with which said Marks are used including the subject matter of all claims which may be obtained therefrom for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment had not been made.

Assignor authorizes and requests the Commissioner of Patents and Trademarks to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of the Assignee, its successors, assigns or other legal representatives.

Assignor warrants and represents that the Marks have not been previously assigned or encumbered in any manner and that it is free and clear of all liens and claims.

Assignor shall further render such other assistance as may be reasonably required by Assignee to record his ownership rights of the Marks in the United States.

IN WITNESS THEREOF, the Assignor has caused this assignment to be signed and executed on the date and year first written above.


By: _____
Rafael Klotz, Director/Authorized Signatory

SCHEDULE A

MARKS

REGISTRATION NOS.

BEN SHERMAN	2,104,981
BEN SHERMAN JEANSWEAR	2,919,380
BEN SHERMAN	3,109,886
BEN SHERMAN	3,222,544
BEN SHERMAN	3,410,401
PLECTRUM Logo	3,489,817
PLECTRUM Logo	3,696,967
BEN SHERMAN	3,961,585
PLECTRUM	4,180,906
PLECTRUM	4,502,007
SHIRT BAR	4,502,205
BEN SHERMAN SHIRT BAR	4,515,162