

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM385849

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
James W. Brady		04/07/2016	INDIVIDUAL: UNITED STATES
Patricia M. Brady		04/07/2016	INDIVIDUAL: UNITED STATES
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:	1778404	IPANEMA	
Registration Number:	2842768	THE GIRL FROM 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:	71937.M1		
NAME OF SUBMITTER:	Michael J. Bradford		
SIGNATURE:	/Michael J. Bradford/		
DATE SIGNED:	05/27/2016		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment"), effective as of the 5th of April, 2016 (the "Effective Date"), is made by James W. Brady and Patricia M. Brady, both individuals have an address at P.O. Box 230746, Encinitas, California 9203 (collectively "Assignors") and Grendene USA, Inc., a Delaware corporation, with an address at 2481 Principal Row, Suite 300, Orlando, Florida, (the "Assignee"). Assignors and Assignee may be referred to herein as a "Party" or collectively as the "Parties."

WHEREAS, Assignors are the owner of all right, title, and interest in and to the trademarks IPANEMA, THE GIRL FROM IPANEMA, IPANEMA VINTAGE and various other trademarks including the term "Ipanema" (the "Marks") for use for and in connection with swimwear, dresses, cover-ups, shorts, sarongs, skirts;

WHEREAS, Assignors are the owner of the following U.S. Registrations for the Marks:

Reg. No.	Word Mark	Goods
1,778,404	IPANEMA	swimwear
2,842,768	THE GIRL FROM IPANEMA	Swimwear, dresses, cover-ups, shorts, sarongs, skirts

WHEREAS, Assignee wishes to obtain all of Assignors' right, title, and interest in and to the Marks;

NOW THEREFORE, in consideration of the promises and covenants set forth herein, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and with the intent to be legally bound hereby, the Parties hereby agree as follows:

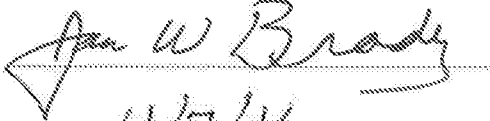
1. Assignment. Assignors agree to assign and hereby do assign, transfer, grant, pledge, sell, and convey to the Assignee: (a) all of the Assignors' worldwide right, title and interest in and to the Marks, including all rights in the Marks arising by Federal

registration and common law, including all rights in logos, scripts, and trade dress associated with the Marks, along with all of the goodwill associated with the Marks; (b) all of the Assignors' right, title and interest in and to the above listed Registrations and any and all other registrations for the Marks; (c) all rights to sue for past, present, and future infringements or misappropriations of the Marks; and (d) all income, royalties, and damages that become due or payable to Assignors with respect to the Marks, including damages and payments for past or future infringements and misappropriations of the Marks.

2. Assignors agree and covenant 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 part or aspect thereof and to fully vest in Assignee all right, title, and interest in and to the Marks and Registrations.
3. Assignors covenant with Assignee, its successors, assigns and legal representatives that Assignors have not entered into and will not enter into any Agreement, express or implied, for the further conveyance transfer, assignment, grant, promise, pledge, or lien, affecting or pertaining to the rights, interests, or properties herein conveyed, and that the full, complete, unencumbered, unrestricted, and unlimited right to assign, transfer, convey, or otherwise dispose of the same has been and is now possessed by Assignors.

IN WITNESS THEREOF, the Parties hereto, with the intent to be legally bound hereby, have caused this Assignment to be duly executed as of the date set forth below each party's signature.

JAMES W. BRADY



Date: 4/7/16

PATRICIA M. BRADY



Date: 4/7/16

GRENDENE USA, INC.

By: 

Name: ANGELO DARDOS

Title: VICE PRESIDENT

Date: 05/24/16