

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM395404

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900374717		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bonobos, Inc.		05/20/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	AYR, INC.		
Street Address:	648 Broadway, #808		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86247495	AYR	
Serial Number:	85946802	AYR	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<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:	2128135900		
Email:	assignments@fzlj.com		
Correspondent Name:	ALLISON STRICKLAND RICKETTS		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	AYRI 1510377		
NAME OF SUBMITTER:	Allison Strickland Ricketts		
SIGNATURE:	/Allison Strickland Ricketts/		
DATE SIGNED:	08/17/2016		
Total Attachments: 1			
source=AYR - Signed US Trademark Assignment 052016 (F2022621x96B9E)#page1.tif			

ASSIGNMENT

WHEREAS, BONOBOBOS, INC., a corporation organized under the laws of Delaware, with an address at 45 West 25th Street, New York, New York 10010, ("Assignor") is the owner of Trademark Application Serial Nos. 86247495 and 85946802 pending in the U.S. Patent and Trademark Office (the "Applications") to register the trademark AYR (the "Trademark"); and

WHEREAS, AYR, INC., a corporation organized under the laws of Delaware, with an address at 648 Broadway, #808, New York, NY 10012 ("Assignee"), is desirous of acquiring the Trademark and Applications therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark and the Registration, together with the goodwill of the business symbolized by the Trademark and the Registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

BONOBOBOS, INC.

Signed: _____

Name: Chris Travers

Title: Chief Business Officer & General Counsel

Dated: 5/20/16

{P1953874.1}