

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401626

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GCO Canada Inc.		10/12/2016	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Genesco Inc.		
Street Address:	1415 Murfreesboro Road, Suite 264		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37217		
Entity Type:	Corporation: TENNESSEE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3859037	LITTLE BURGUNDY	
Registration Number:	4861396	EVERYTHING ALL WE EVER WANTED	
CORRESPONDENCE DATA			
Fax Number:	4045413372		
<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:	404-815-6500		
Email:	tadmin@kilpatricktownsend.com, brook@ktslaw.com		
Correspondent Name:	Tywanda Harris Lord		
Address Line 1:	Kilpatrick Townsend & Stockton LLP		
Address Line 2:	1100 Peachtree Street, Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Beth Rook		
SIGNATURE:	/Beth Rook/		
DATE SIGNED:	10/12/2016		
Total Attachments: 2			
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OP \$65.00 3859037

DEED OF ASSIGNMENT WITH GOODWILL

WHEREAS, GCO Canada Inc, a corporation duly organized and existing under the laws of the Canada, with its principal place of business at 4700-66 Wellington Street West, Toronto, Ontario, Canada M5K 1E5 is the owner of the trademarks listed in Schedule A attached hereto (the "Trademarks"),

AND WHEREAS, Genesco Inc., a corporation duly organized and existing under the laws of the State of Tennessee, with its principal place of business at 1415 Murfreesboro Road, Suite 264, Nashville, Tennessee, 37217 U.S.A. has acquired from GCO Canada Inc. the whole right, title, and interest, including the goodwill, in and to the Trademarks and said registrations,

NOW THEREFORE, in consideration of the sum of One Dollar, and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, GCO Canada Inc. confirms that it has sold, assigned and transferred, and by these presents, does sell, assign and transfer unto Genesco Inc. and its successors and assigns, the whole right, title and interest in and to the Trademarks and said registrations, together with the goodwill of the business carried on in association with the Trademarks, the same to be held by Genesco Inc., as fully and effectually as it would have been held by GCO Canada Inc. had this assignment not taken place.

EXECUTED at Nashville, Tennessee, United States of America this 12 day of October, 2016.

GCO CANADA INC.



Roger G. Sisson
Senior Vice President and Secretary

SCHEDULE A

Mark	Reg. No.
LITTLE BURGUNDY	3859037
EVERYTHING ALL WE EVER WANTED	4861396