

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM404410

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Side Trail Corporation N.V.		09/08/2016	Corporation: CURACAO
RECEIVING PARTY DATA			
Name:	Mavi Giyim Sanayi ve Ticaret Anonim Sirketi		
Street Address:	Eski Buyukdere Caddesi No: 53		
Internal Address:	Sultan Selim Mahallesi		
City:	Kagithane, Istanbul		
State/Country:	TURKEY		
Entity Type:	Joint Stock Company: TURKEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4536409	MAVI	
CORRESPONDENCE DATA			
Fax Number:	6508123444		
<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:	(650) 812-3400		
Email:	ptoaxd@carrferrell.com		
Correspondent Name:	Aylin Demirci		
Address Line 1:	120 Constitution Drive		
Address Line 4:	Menlo Park, CALIFORNIA 94025		
ATTORNEY DOCKET NUMBER:	Matter No. 153		
NAME OF SUBMITTER:	Aylin Demirci		
SIGNATURE:	/Aylin Demirci/		
DATE SIGNED:	11/03/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Side Trail Corporation N.V., a limited liability company incorporated under the laws of the former Netherlands Antilles, currently existing under the laws of Curaçao, having its address at Pietermaai 15, Curacao, is the owner of the following trademark registration(s) (collectively "MAVI Marks"):

Jurisdiction	Mark	Registration No.
United States (Federal)	MAVI JEANS	3,170,631
United States (Federal)	MAVI (Stylized)	4,536,409
United States (Federal)	MAVI	3,492,722
United States (Federal)	MADE IN MAVILAND	2,656,069
United States (Federal)	34 HERITAGE	4,392,614

WHEREAS, MAVI GİYİM SANAYİ VE TİCARET ANONİM ŞİRKETİ a Turkish joint-stock company with a principle place of business at Sultan Selim Mahallesi Eski Büyükdere Caddesi No:53 KAGITHANE İSTANBUL TURKEY ("Mavi Giyim") is desirous of acquiring said trademark(s) and registration(s), and related names and marks,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Side Trail Corporation N.V. does hereby assign unto Mavi Giyim all right, title and interest, including common law rights, in the United States of America in and to the mark, and all other names and marks similar to or based upon the MAVI Marks it has used ("MAVI Names and Marks"); the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the MAVI Names and Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Side Trail Corporation N.V. has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

Signed at Curaçao, this 8th day of September 2016.

Side Trail Corporation N.V.

By: TMF Curaçao N.V. - Managing Director



Name: Aishel E. Steward
Title: proxyholder A



Name: Florelen L. Apostel
Title: proxyholder A

Name: Desiree M.T.M. Jean Pierre
(Witness)

