

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406725

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| The Bonobo Project | | 11/07/2016 | Non-Profit Corporation: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Bonobos, Inc. | | |
| Street Address: | 45 W. 25th St., 5th Floor | | |
| City: | NEW YORK | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10010 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86879915 | I BONOBO YOU | |
| 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: | BONO 1608329 | | |
| NAME OF SUBMITTER: | Anca Nicolescu | | |
| SIGNATURE: | /anca nicolescu/ | | |
| DATE SIGNED: | 11/28/2016 | | |
| Total Attachments: 1 | | | |
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EXHIBIT "A"

ASSIGNMENT OF U.S. TRADEMARK APPLICATION SERIAL NO. 86/879,915

WHEREAS, THE BONOBO PROJECT, a California non-profit corporation with its principal place of business at 1215 K Street, Suite 1120, Sacramento, CA 95814, is the owner of Application Serial No. 86/879,915 (the "Application") for the trademark I BONOBO YOU (hereinafter, the "Mark"); and

WHEREAS, BONOBO, INC., a Delaware corporation with its principal place of business at 45 W. 25th St., 5th Floor, New York, NY 10010, is desirous of acquiring said rights in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, THE BONOBO PROJECT does hereby assign BONOBO, INC. all right, title and interest in and to the Mark and the Registration, together with that part of the goodwill of the business connected with and symbolized by the Mark, and all of The Bonobo Project's claims at law and in equity in relation to the Mark.

THE BONOBO PROJECT

By: Ashley Stone
Title: President & Founder
Dated: November 7, 2016

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