

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424545

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sac Acquisition LLC		04/21/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	The Lovesac Company		
Street Address:	Two Landmark Square, Suite 300		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06901		
Entity Type:	Company: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	2659121	LOVESAC	
Registration Number:	3035784	LOVESAC	
Registration Number:	3134349	SACTIONALS	
Registration Number:	3234481	DURAFOAM	
Registration Number:	3028008	SAC	
Registration Number:	3244136	LOVESAC	
Registration Number:	3168679	SQUATTOMAN	
Registration Number:	3168632	SUPERSAC	
Registration Number:	3168678	MOVIESAC	
Registration Number:	4801804	LOVESAC	
Registration Number:	5091651	LOVESOFT	
Serial Number:	87057762	LOVESAC	
Serial Number:	87086600	DESIGNED FOR LIFE	
Serial Number:	87178371	OTTABLE	
CORRESPONDENCE DATA			
Fax Number:			
<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>			

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Email: bdsiff@duanemorris.com
Correspondent Name: Brian D. Siff, Esq./Duane Morris LLP
Address Line 1: 1540 Broadway
Address Line 4: New York, NEW YORK 10036-4086

NAME OF SUBMITTER: Brian D. Siff

SIGNATURE: /Brian D. Siff/

DATE SIGNED: 04/21/2017

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Sac Acquisition LLC (hereinafter "ASSIGNOR"), a company organized and existing under the laws of the State of Delaware, with offices at Two Landmark Square, Suite 300, Stamford, Connecticut 06901, is the owner of the entire rights, titles and interests in the trademarks and trademark applications referenced in the attached Schedule A, which is made a part hereof; and

WHEREAS, The Lovesac Company (hereinafter "ASSIGNEE"), a company organized and existing under the laws of the State of Delaware, with offices at Two Landmark Square, Suite 300, Stamford, Connecticut 06901, is desirous of obtaining said rights, titles and interests in, to and under the trademarks and trademark applications referenced in the attached Schedule A:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), the premises and mutual covenants contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all rights, titles and interests in and to the trademarks, trade names, corporate names, company names, trade styles, service marks, logos and other source or business identifiers and all goodwill associated therewith, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all pending applications in connection therewith, whether in the United States Patent and Trademark Office or in any similar office or agency of the United States, or State thereof or any other country or any political subdivision thereof or otherwise, and all common-law rights related thereto, associated with the list of trademarks and trademark applications referenced in the attached Schedule A, and (b) the right to obtain all renewals thereof.

AND ASSIGNOR HEREBY authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue trademarks or other evidence or forms of protection on applications as aforesaid, to issue the same to said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this Agreement.

AND ASSIGNOR HEREBY covenants and agrees that it has full right to convey the entire rights, titles and interests herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith.

AND ASSIGNOR HEREBY further covenants and agrees that it will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to it respecting said trademarks and trademark applications referenced in the attached Schedule A, and testify in any legal proceeding, sign all lawful papers, execute all foreign applications, make all rightful oaths, and generally do everything possible to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said trademarks and trademark applications in all countries.

IN TESTIMONY WHEREOF, ASSIGNOR and ASSIGNEE have caused this Agreement to be executed effective as of this 21 day of April, 2017.

SAC ACQUISITION LLC

THE LOVESAC COMPANY

By: *Jack A. Krause*
Name: Jack A. Krause
Title: President + COO
Date: 04/21/2017

By: *Donna Bellomo*
Name: Donna Bellomo
Title: CFD Secretary
Date: 04/21/2017

**SAC ACQUISITION LLC
TRADEMARKS & TRADEMARK APPLICATIONS
15605.220
Updated March 15, 2017**

Attorney Docket No.	Title	Official No.	Country	Case Status	Filing Date	Registration Date
15605.6	LoveSac	2659121	United States of America	Registered	22-Jan-2002	10-Dec-2002
15605.13A	LoveSac	1033613	Australia	Registered	08-Dec-2004	25-Jul-2005
15605.17	LoveSac	3035784	United States of America	Registered	13-Jan-2005	27-Dec-2005
15605.26	Sactionals	3134349	United States of America	Registered	06-Apr-2005	22-Aug-2006
15605.26a	Sactionals	010412369	EPO	Registered	14-Nov-2011	24-Apr-2012
15605.26b	Sactionals	TMA852206	Canada	Registered	09-Nov-2011	31-May-2013
15605.26c	Sactionals	01526451	Taiwan	Registered	11-Nov-2011	01-Jun-2013
15605.26d	Sactionals	10175883	China	Registered	11-Nov-2011	04-Jan-2013
15605.28	DURAFOAM	3234481	United States of America	Registered	29-Oct-2004	24-Apr-2007
15605.30	SAC	3028008	United States of America	Registered	29-Sep-2004	13-Dec-2005
15605.40	LoveSac	935449	Mexico	Registered	26-Aug-2005	29-May-2006
15605.46	LoveSac	3244136	United States of America	Registered	06-Jan-2006	22-May-2007
15605.49	Squattoman	3168679	United States of America	Registered	06-Jan-2006	07-Nov-2006
15605.50	SuperSac	3168632	United States of America	Registered	28-Dec-2005	07-Nov-2006
15605.51	MovieSac	3168678	United States of America	Registered	06-Jan-2006	07-Nov-2006
15605.56	LoveSac	TMA698659	Canada	Registered	18-Nov-2005	16-Oct-2007
15605.61	LoveSac	003252558	European Community	Registered	07-Sep-2003	20-Apr-2005
15605.98	LoveSac	45-0023943	Republic of Korea	Registered	28-May-2007	18-Jul-2008
15605.119	LOVESAC	1344/59	Saudi Arabia	Registered	13-Dec-2010	25-Aug-2012
15605.119.1	LOVESAC	1344/60	Saudi Arabia	Registered	13-Dec-2010	25-Aug-2012

Attorney Docket No.	Title	Official No.	Country	Case Status	Filing Date	Registration Date
15605.124	LOVESAC	8781416	China	Registered	27-Oct-2010	28-Feb-2014
15605.133.1	LOVESAC & DESIGN	8465792	China	Registered	09-Jul-2010	21-Jul-2011
15605.136	LOVESAC	4801804	United States of America	Registered	22-Aug-2011	01-Sep-2015
15605.137	LOVESAC	01526450	Taiwan	Registered	11-Nov-2011	01-Jul-2012
15605.138	LOVESAC	302082744	Hong Kong	Registered	11-Nov-2011	09-Oct-2012
15605.148	LOVESAC	958852	New Zealand	Registered	15-May-2012	06-Nov-2012
15605.157	LOVESOFT	5091651	United States of America	Registered	12-Aug-2014	29-Nov-2016
15605.164	LOVESAC	4-2015-18462	Vietnam	Pending	14-Jul-2015	
15605.165	SACTIONALS	4-2015-18461	Vietnam	Pending	14-Jul-2015	
15605.177	Lovesac Logo with Block E	87057762	United States of America	Pending	02-Jun-2016	
15605.177a	LOVESAC LOGO with block E	1813163	Australia	Pending	1-December-2016	
15605.187	Designed for Life	87086600	United States of America	Pending	28-Jun-2016	
15605.189	OTTABLE TM App.	87178371	United States of America	Pending	21-Sep-2016	
15605.191	LOVESAC TM	21805837	China	Pending	7-Nov-2016	
15605.192	LOVESAC TM	21805989	China	Pending	7-Nov-2016	
15605.200	LOVESAC TM	1813165	Australia	Pending	1-Dec-2016	
15605.201	SACTIONALS TM	1813167	Australia	Pending	1-Dec-2016	

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RECORDED: 04/21/2017

REEL: 006040 FRAME: 0481