

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM431511

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Newman		01/30/2017	Simplified Joint Stock Company: FRANCE
RECEIVING PARTY DATA			
Name:	Belle Etoile		
Street Address:	8 rue Lincoln		
City:	75008 Paris		
State/Country:	FRANCE		
Entity Type:	Simplified Joint Stock Company: FRANCE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1384282	NEW MAN	
Registration Number:	1543950	NEW MAN	
Registration Number:	1422928	NEW MAN	
Registration Number:	1377291	NEW MAN	
Registration Number:	0891625	NEW MAN	
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<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:	2129499022		
Email:	fterranella@lawabel.com		
Correspondent Name:	Lawrence E. Abelman		
Address Line 1:	666 3rd Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			
Name:	Lawrence E. Abelman		
Address Line 1:	666 3rd Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		

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NAME OF SUBMITTER:	Frank Terranella
SIGNATURE:	/ft/
DATE SIGNED:	06/16/2017
Total Attachments: 3 source=Newman to Belle Etoile#page1.tif source=Newman to Belle Etoile#page2.tif source=Newman to Belle Etoile#page3.tif	

CONFIRMING AGREEMENT

BETWEEN :

NEWMAN

a French simplified joint-stock company
located 25-27 rue du Mail, 75002 Paris, France
(previously located 7 rue Froissart, 75003 Paris, France)
duly represented by SELARL AJ Partenaires,
a French company represented by Maurice PICARD, receiver,
22 rue du Cordier, 01000 Bourg en Bresse, France

called hereunder "the Assignor"
on the one part,

AND

BELLE ETOILE

a French simplified joint-stock company
located 8 rue Lincoln, 75008 Paris, France
duly represented by Michel BENCHETRIT
in his position of Chairman

called hereunder "the Assignee"
on the other part.

WHEREAS:

The company NEWMAN proceeded to an assignment of assets in favour of the company BELLE ETOILE on 30 January 2017.

The assignment of assets concerned among others the Trademarks as listed in the attached Schedule.

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NOW THIS DEED WITNESSETH THAT:

ARTICLE 1

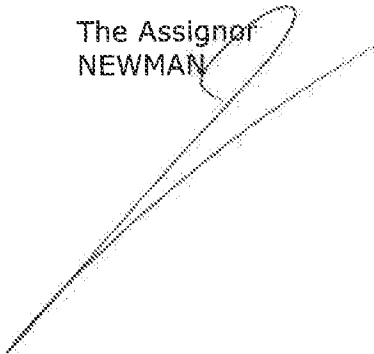
For the purpose of recordal of the assignment at the Trademark Office of the United States of America, the Assignor hereby confirms the assignment of the Trademarks listed in the attached Schedule to the Assignee which accepts it, together with the goodwill of the business associated therewith, in consideration of the sum as defined in the asset assignment agreement, said amount relating to all the marks as listed in the Schedule 5 of the asset assignment agreement.

ARTICLE 2

The present confirming agreement has been set up for the purpose of recording the assignment of the marks in the United States of America. The parties agree to refer to the asset assignment agreement for any other matter.

Signed in Paris, in 3 original copies, on 14/02/2017







The Assignor
NEWMAN



The Assignee
BELLE ETOILE



SCHEDULE

TRADE MARK	Country	Admin. Office	Class(es)	Appin./Ren. No. & date	Registration/Renewal No. & date	Next Expiry
 NEW MAN in a rounded triangle (word & design)	USA	national	18 25	79/109501 14/11/2011	4284412 05/02/2013 (1st regist ^r)	05/02/2023
 NEW MAN in a rounded triangle (word & design)	USA	national	25	1384282 25/02/2016	1384282 25/02/2016 (Ren. No. 2)	25/02/2026
 NEW MAN reversed design (word & design)	USA	national	42	1543950 13/06/2009	1543950 13/06/2009 (Ren. No. 1)	13/06/2019
 NEW MAN reversed design (word & design)	USA	national	25	1422928 30/12/2006	1422928 30/12/2006 (Ren. No. 1)	30/12/2016
 NEW MAN reversed design (word & design)	USA	national	25	1377291 07/01/2016	1377291 07/01/2016 (Ren. No. 2)	07/01/2026
 NEW MAN reversed design (word & design)	USA	national	25	891625 26/03/2010	891625 26/05/2010 (Ren. No. 3)	26/05/2020