

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM443845

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Partial Assignment with respect to "Retail and wholesale store services, mail order catalogue services, and retailing via the Internet or by other electronic means, namely, on-line retail store services, all featuring footwear" in Class 35		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bench Limited		08/03/2017	Limited Company (Ltd.): UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Deichmann SE		
<b>Street Address:</b>	Deichmannweg 9		
<b>City:</b>	45359 Essen		
<b>State/Country:</b>	GERMANY		
<b>Entity Type:</b>	Societas Europae (Se): GERMANY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3956390	BENCH.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	2128135900		
<b>Email:</b>	assignments@fzlj.com		
<b>Correspondent Name:</b>	LAWRENCE E. APOLZON		
<b>Address Line 1:</b>	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
<b>Address Line 2:</b>	4 TIMES SQUARE, 17TH FLOOR		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	AMIL 1705486		
<b>NAME OF SUBMITTER:</b>	Lawrence E. Apolzon		
<b>SIGNATURE:</b>	/lea/		
<b>DATE SIGNED:</b>	09/20/2017		
<b>Total Attachments: 2</b>			
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**ASSIGNMENT (of partial rights)**

**WHEREAS, Bench Limited** (formerly Americana International Limited), a company organized and existing under the laws of United Kingdom, located at Tanzaro House Ardwick Green North, Manchester M12 6FZ, United Kingdom ("**Assignor**"), is the owner of the following trademark registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademark") and wishes to divide the registration and assign the Trademark for "Retail and wholesale store services, mail order catalogue services, and retailing via the Internet or by other electronic means, namely, on-line retail store services, all featuring footwear" in Class 35 covered in the Trademark registration, while retaining the Trademark and the registration for the rest of the services:

<b>TRADEMARK</b>	<b>REGISTRATION NO.</b>
<b>Bench. (Stylized)</b>	<b>3,956,390</b>

**and WHEREAS, Deichmann SE**, a Societas Europae European Company organized and existing under the laws of Germany, located at Deichmannweg 9, 45359 Essen, Germany ("**Assignee**"), is desirous of acquiring the Trademark for "Retail and wholesale store services, mail order catalogue services, and retailing via the Internet or by other electronic means, namely, on-line retail store services, all featuring footwear" in Class 35 in the above registration and the Class 35 portion of the divided registration.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the

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Trademark for "Retail and wholesale store services, mail order catalogue services, and retailing via the Internet or by other electronic means, namely, on-line retail store services, all featuring footwear" in Class 35 in the above registration, together with the goodwill of the business symbolized by the Trademark for "Retail and wholesale store services, mail order catalogue services, and retailing via the Internet or by other electronic means, namely, on-line retail store services, all featuring footwear" in Class 35 and the Class 35 portion of the registration therefor, after division of the registration, and with all claims arising out of or relating to the use or ownership of the Trademark for "Retail and wholesale store services, mail order catalogue services, and retailing via the Internet or by other electronic means, namely, on-line retail store services, all featuring footwear" in Class 35.

**Bench Limited** (formerly Americana International Limited)

By: \_\_\_\_\_

Name: Gregory Peacock

Title: CEO

Date of Signature: August 3, 2017

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