

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442983

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|------------------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 06/20/2017 |
| SEQUENCE: | 1 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|----------------|----------|----------------|--------------|
| Richloom Corp. | | 06/20/2017 | Corporation: |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------------------------|
| Name: | Keeco, LLC |
| Street Address: | 30736 Wiegman Road |
| City: | Hayward |
| State/Country: | CALIFORNIA |
| Postal Code: | 94544 |
| Entity Type: | Limited Liability Company: CALIFORNIA |

PROPERTY NUMBERS Total: 12

| Property Type | Number | Word Mark |
|----------------------|----------|-----------------|
| Registration Number: | 4813530 | CEASE FIRE |
| Registration Number: | 4956884 | KU-MO |
| Registration Number: | 4519295 | KU-MO |
| Registration Number: | 4523418 | MY-KU-MO |
| Registration Number: | 5118332 | PERFECT PAIR |
| Registration Number: | 4646406 | SAVANNAH HOME |
| Registration Number: | 3682872 | THERMO SAVE |
| Registration Number: | 3941938 | THRAP |
| Serial Number: | 87343530 | 2 OF A KIND |
| Serial Number: | 87079132 | COOL FOR SCHOOL |
| Serial Number: | 87457637 | PERFECT TRIO |
| Serial Number: | 85899302 | BELLISSIMO |

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 5104015035

OP \$315.00 4813530

Email: kigoe@lkeeco.com
Correspondent Name: Kristine Igoe
Address Line 1: 30736 Wiegman Road
Address Line 4: Hayward, CALIFORNIA 94544

NAME OF SUBMITTER: Kristine Igoe

SIGNATURE: /Kristine Igoe/

DATE SIGNED: 09/13/2017

Total Attachments: 4

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RICHLOOM CORP.
FEDERAL TRADEMARK ASSIGNMENT

WHEREAS, **Richloom Corp.** ("Richloom"), a corporation organized and existing under the laws of Delaware, is the owner of all right and title to the United States trademark registrations shown on the attached Schedule A and the United States trademark applications shown on Schedule B (collectively, the "Trademarks"); and

WHEREAS, **Keeco, LLC** ("Keeco"), a corporation organized and existing under the laws of California, desires to acquire the Trademarks as part of its acquisition of that portion of Richloom's ongoing business to which the Trademarks pertain;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Richloom does hereby assign, set over and transfer to Keeco, its successors and assigns, the entire right, title and interest in and to each of the Trademarks, together with the goodwill of the business associated therewith, effective June 20, 2017.

RICHLOOM CORP.
By: 
Name: Richard Schaefer
Title: Chief Financial Officer and Treasurer

On this 20th day of June, 2017 before me, a Notary Public in and for the County aforesaid, personally appeared Richard Schaefer, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he/~~she~~ was the CEO and Treasurer of Richloom Corp., and that he/~~she~~ had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.



Notary Public

My Commission Expires

STIVENS JOSE OVALLE
Notary Public, State of New York
No. 01OV626918
Qualified in Bronx County
Certificate Filed in New York County
Commission Expires Oct. 15, 2017

SCHEDULE A
Richloom Federally Registered Trademarks
Assigned to Keeco

| Trademark | Registration No. | Serial No. | Class/Goods |
|----------------------|-------------------------|-------------------|------------------------------------------------------------------------------------------------------------------------------|
| CEASE FIRE | 4,813,530 | 86/125,392 | 24: Draperies and curtains made of fire-retardant fabric |
| KU-MO | 4,519,295 | 85/981,195 | 20: Pillows, chair cushions, and neck support cushions for infants for use with car seats 24: Bed covers and blankets |
| KU-MO | 4,956,884 | 86/497,692 | 24: Mattress enhancers, namely, contoured mattress covers |
| MY-KU-MO | 4,523,418 | 85/980,876 | 20: Pillows, chair cushions, and neck support cushions for infants for use with car seats 24: Bed covers and blankets |
| PERFECT PAIR | 5,118,332 | 87/033,579 | 24: Ready-made window curtains |
| SAVANNAH HOME | 4,646,406 | 86/078,749 | 24: Ready-made bedding products, namely, comforters, bed skirts, bed sheets, shams, pillowcases, and curtains made of fabric |
| THERMO SAVE | 3,682,872 | 77/680,416 | 24: Draperies and curtains |
| THRAP | 3,941,938 | 77/946,240 | 24: Blanket throws, bed blankets, blankets for outdoor use |

SCHEDULE B
Richloom Federal Trademark Applications
Assigned to Keeco

| Trademark | Serial No. | Class |
|------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 OF A KIND | 87/343,530 | 24: Ready-made window curtains |
| COOL FOR SCHOOL | 87/079,132 | 24: Ready-made bedding products, namely, comforters, bed skirts, bed sheets, shams, pillowcases, and curtains made of fabric; shower curtains; throws; bath towels |
| PERFECT TRIO | 87/457,637 | 24: Ready-made window curtains |

RICHLOOM FABRICS GROUP
FEDERAL TRADEMARK ASSIGNMENT

WHEREAS, **Richloom Fabrics Group, Inc.** ("RFG"), a corporation organized and existing under the laws of Delaware, is the owner of all right and title to the United States trademark registrations for the mark **BELLISSIMO**, Registration No. 4,896,008 in International Class 20 for "Fine linen, namely, bed sheets, pillow cases, table cloths not of paper, towels, and bedspreads; fine linen for decorative throws and pillows"; and

WHEREAS, **Keeco, LLC** ("Keeco"), a corporation organized and existing under the laws of California, desires to acquire said United States trademark and registration and the goodwill of the business associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Richloom does hereby assign, set over and transfer to Keeco, its successors and assigns, the entire right, title and interest in to the federally registered trademark **BELLISSIMO**, Registration No. 4,896,008, together with the goodwill of the business associated therewith, effective June 20, 2017.

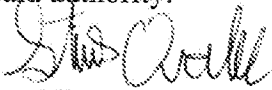
RICHLOOM FABRICS GROUP, INC.

By: _____

Name: Richard Schaefer

Title: Chief Financial Officer and Treasurer

On this 20th day of June, 2017 before me, a Notary Public in and for the County aforesaid, personally appeared Richard Schaefer, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he/she was the CEO and Treasurer of Richloom Fabrics Group, Inc., and that he/she had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.



Notary Public

My Commission Expires

STIVENS JOSE OVALLE
Notary Public, State of New York
No. 01OV628918
Qualified in Bronx County
Certificate Filed in New York County
Commission Expires Oct. 15, 2017