

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2


ETAS ID: TM443837

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Partial Assignment with respect to "footwear" in Class 25 only.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bench Limited		08/03/2017	Limited Company (Ltd.): UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Deichmann SE		
Street Address:	Deichmannweg 9		
City:	45359 Essen		
State/Country:	GERMANY		
Entity Type:	Societas Europae (Se): GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4417211		
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:	2128138181		
Email:	assignments@fzlj.com		
Correspondent Name:	LAWRENCE E. APOLZON		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	4 TIMES SQUARE, 17TH FLOOR		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	AMIL 1705486		
NAME OF SUBMITTER:	Lawrence E. Apolzon		
SIGNATURE:	/lea/		
DATE SIGNED:	09/20/2017		
Total Attachments: 2			
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ASSIGNMENT (of partial rights)

WHEREAS, Bench Limited (formerly Americana International Limited), a limited company (Ltd.) 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 "footwear" in Class 25 covered in the Trademark registration, while retaining the Trademark and the registration for the balance of the goods:

TRADEMARK	REGISTRATION NO.
<p data-bbox="386 932 708 961" style="text-align: center;">Misc. Design (Bee Device)</p> 	<p data-bbox="1092 932 1208 961" style="text-align: center;">4,417,211</p>

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 "footwear" in Class 25 in the above registration and the Class 25 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 "footwear" in Class 25 in the above registration, together with the goodwill of the business symbolized by the Trademark for "footwear" in Class 25 and the Class 25 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 "footwear" in Class 25.

Bench Limited (formerly Americana International Limited)

By: 

Name: Gregory Peacock

Title: CEO

Date of Signature: August 3, 2017

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