

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM453495

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Anson's Herrenhaus KG		12/06/2017	Corporation: GERMANY
RECEIVING PARTY DATA			
Name:	ASOS plc		
Street Address:	Greater London House		
Internal Address:	Hampstead Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	NW1 7FB		
Entity Type:	Public Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5350771	ASOS	
CORRESPONDENCE DATA			
Fax Number:	2122925391		
<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:	(212) 292 5390		
Email:	mail@ipcounselors.com		
Correspondent Name:	EPSTEIN DRANGEL LLP		
Address Line 1:	60 EAST 42ND STREET		
Address Line 2:	SUITE 2520		
Address Line 4:	NEW YORK, NEW YORK 10165		
DOMESTIC REPRESENTATIVE			
Name:	EPSTEIN DRANGEL LLP		
Address Line 1:	60 EAST 42ND STREET		
Address Line 2:	SUITE 2520		
Address Line 4:	NEW YORK, NEW YORK 10165		
NAME OF SUBMITTER:	WILLIAM C. WRIGHT		
SIGNATURE:	/WILLIAM C. WRIGHT/		

OP \$40.00 5350771

DATE SIGNED:	12/06/2017
Total Attachments: 2 source=Deed_of_Assignment_ASOS_US_(signed by Anson's)#page1.tif source=Deed_of_Assignment_ASOS_US_(signed by Anson's)#page2.tif	

USA - TRADEMARK DEED OF ASSIGNMENT

This Trademark Deed of Assignment is made and entered into on the 6th day of December, 2017, by and between Anson's Herrenhaus KG ("ASSIGNOR"), a corporation organized and existing under the laws of Germany with a business address of Berliner Allee 2, Düsseldorf, Germany 40212, and ASOS plc ("ASSIGNEE"), a United Kingdom public limited company, with a business address of Greater London House, Hampstead Road, London, United Kingdom NW1 7FB.

WHEREAS, ASSIGNOR in the U.S. is the title owner of U.S. Reg. No. 5,350,771 (the "Mark"); and

WHEREAS, ASSIGNEE is desirous of acquiring any and all rights that ASSIGNOR may have in and to the Mark, together with the goodwill associated with the Mark, and the right to all claims against third parties for damage and compensation relating to or arising from the past, current, or future use and registration of the Mark, with the right to sue for and collect the same; and


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby transfer, convey and assign unto ASSIGNEE and ASSIGNEE hereby accepts any and all of ASSIGNOR's rights, title and interest in and to the Mark on an as-is basis, together with the goodwill associated with the Mark, and the right to all claims against third parties for damage and compensation relating to or arising from the past, current, or future use and registration of the Mark, with the right to sue for and collect the same.

ASSIGNOR further agrees to execute any other or further documents which may be reasonably necessary for the protection or perfection of any right, title, or interest herein acquired by ASSIGNEE.

This Agreement may be executed by facsimile or .pdf signature and a facsimile or .pdf signature shall constitute an original for all purposes.

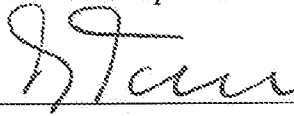
IN WITNESS WHEREOF, said ASSIGNOR has hereunto executed this instrument on the date first written above.

ANSON'S HERRENHAUS KG

By: 

Print Name: Dr. Horst Clemens

Title: Authorized Representative

By: 

Print Name: Marcello Toscani

Title: Authorized Representative