

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457859

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Amstermax B.V.		08/25/2017	Company: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Max Mara International S.A.		
Street Address:	17 Boulevard Royal		
City:	Luxembourg		
State/Country:	LUXEMBOURG		
Postal Code:	L-2449		
Entity Type:	Société Anonyme (Sa): LUXEMBOURG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3406571	MAXMARA	
CORRESPONDENCE DATA			
Fax Number:	3128760288		
<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:	312-876-6685		
Email:	marcus.harris@saul.com		
Correspondent Name:	SAUL EWING ARNSTEIN & LEHR LLP		
Address Line 1:	161 North Clark Street		
Address Line 2:	Suite 4200		
Address Line 4:	Chicago, ILLINOIS 60601		
NAME OF SUBMITTER:	Marcus S. Harris		
SIGNATURE:	/Marcus S. Harris/		
DATE SIGNED:	01/12/2018		
Total Attachments: 1			
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OP \$40.00 3406571

ASSIGNMENT OF TRADEMARK

WHEREAS, Amstermax B.V., a Netherlands company, located at Straatweg 66N, 3621 Breukelen, The Netherlands ("Assignor"), is the owner of the trademark



(the "Trademark") and U.S. Trademark Registration No. 3406571, issued on April 1, 2008, pertaining thereto (the "Registration") for perfumery; and

WHEREAS, Max Mara International S.A., a Luxembourg société anonyme, located at 17, Boulevard Royal, L-2449 Luxembourg ("Assignee"), desires to acquire Assignor's U.S. rights in the Trademark and the Registration, together with the goodwill of the business symbolized by said Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer to Assignee all of Assignor's right, title and interest in, to and under the Trademark and the Registration, together with all goodwill of the business symbolized by such Trademark, including the right to sue for all infringements that may have occurred before execution of this Assignment and to recover for damages and profits for such past infringements.

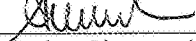
Assignor hereby covenants that it has full right to convey the entire interest herein assigned. Assignee will bear all expenses and fees necessary to record the assignment with the U.S. Patent and Trademark Office.

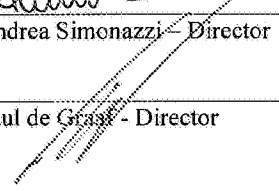
Assignor hereby grants the law firm of Saul Ewing Arnstein & Lehr LLP, 161 North Clark Street, Chicago, Illinois 60601, authority and power to insert on this instrument any further information that may be necessary or desirable for identifying the Trademark or Registration for purposes of recordation in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, this Assignment has been executed by duly authorized agents of Assignor and Assignee and is executed and effective this 25th day of August, 2017.

AMSTERMAX B.V.


By: 
Mr. Michele Usuardi - Director

By: 
Mr. Andrea Simonazzi - Director

By: 
Mr. Paul de Grassi - Director

MAX MARA INTERNATIONAL S.A.

By: 
Ms. Vania Baravini - Director

By: 
Mr. Federico Franzina - Director