

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM458841

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Biella Collezioni SRL		10/31/2017	Corporation: ITALY
RECEIVING PARTY DATA			
Name:	Lotte (Asia) Limited		
Street Address:	Wanchai (Hong Kong) Unit 903/A - 9/F		
Internal Address:	Yue Xiu Building		
City:	Hong Kong		
State/Country:	HONG KONG		
Postal Code:	160-174		
Entity Type:	Corporation: HONG KONG		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3070084	BIELLA COLLEZIONI	
Registration Number:	1671172	BIELLA G. VASTA COLLEZIONI	
Registration Number:	1672639	BIELLA COLLEZIONI MARIA LUISA B.	
CORRESPONDENCE DATA			
Fax Number:	3124199440		
<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:	312-380-6504		
Email:	dgurfinkel@dennemeyer-law.com		
Correspondent Name:	Daniel M. Gurfinkel		
Address Line 1:	Dennemeyer & Associates, LLC.		
Address Line 2:	2 North Riverside Plaza, Suite 1500		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Daniel M. Gurfinkel		
SIGNATURE:	/dmg/		
DATE SIGNED:	01/22/2018		
Total Attachments: 2			
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source=assignment#page2.tif			

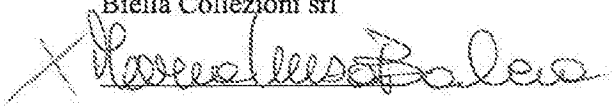
OP \$90.00 3070084

USA

ASSIGNMENT OF TRADEMARKS

Biella Collezioni srl a corporation organized and existing under the laws of Italy, located at Milan (Italy) – Via Nerino n. 8, for good and valuable consideration of USD 10, the receipt of which is hereby acknowledged, hereby assigns to Lotte (Asia) Limited a corporation organized and existing under the laws of Hong Kong located at Wanchai (Hong Kong) Unit 903/A – 9/F Yue Xiu Building, 160-174 all of its rights, title and interest in and to the Trademarks and registrations shown on the attached Appendix A, together with the goodwill of the marks appurtenant thereto and the right to sue and collect for past infringements.

Biella Collezioni srl



Dated: 31/10/2017

APPENDIX A

MARK

US Registration No./Serial No.

Biella Collezioni appl. N. 78/325798 appl. date 10/11/2003, reg. n. 3070084 reg. date 21/03/2006

Biella G. Vasta Collezioni appl. N. 74036687 appl. date 09/03/1990, reg. n. 1671172 reg. date 07/01/1992

Biella Maria Luisa B. Collezioni appl. N. 74037854 appl. date 13/03/1990, reg. n. 16726390 reg. date 21/01/2012