

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM474166

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FRED, Societe Anonyme		05/14/2018	Corporation: FRANCE
RECEIVING PARTY DATA			
Name:	FRED PARIS		
Street Address:	131 avenue Charles de Gaulle		
City:	NEUILLY SUR SEINE		
State/Country:	NEW JERSEY		
Postal Code:	92200		
Entity Type:	Corporation: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1465272	FORCE 10	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6099 454 6772		
Email:	brooks.bruneau@fisherbroyles.com		
Correspondent Name:	Brooks R. Bruneau		
Address Line 1:	100 Overlook Center		
Address Line 2:	Second Floor		
Address Line 4:	PRINCETON, NEW JERSEY 08540		
DOMESTIC REPRESENTATIVE			
Name:	Brooks R. Bruneau		
Address Line 1:	100 Overlook Center		
Address Line 2:	Second Floor		
Address Line 4:	PRINCETON, NEW JERSEY 08540		
NAME OF SUBMITTER:	Brooks R. Bruneau		
SIGNATURE:	/brooks r. bruneau/		
DATE SIGNED:	05/16/2018		

OP \$40.00 1465272

Total Attachments: 1

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UNITED STATES TRADEMARK ASSIGNMENT

This Assignment is by and between FRED, Societe Anonyme of France, with a listed business address of 6 rue Royale, France 75008, hereinafter "Assignor", and FRED PARIS a corporation of France with a current business address of 131 avenue Charles de Gaulle, Neuilly Sur Seine, France (formerly known as SOGIFOR a French Company which changed its name to FRED JOAILLIER on September 30, 1999, then merged with and into FRED HOLDING a French corporation on October 31, 2002, and as part of the merger changed its name to FRED PARIS on November 1, 2002) hereinafter "Assignee".

WHEREAS, the Assignor has adopted and used the FORCE 10 class 9 trademark in U.S. commerce (hereinafter the "Trademark"), and is the owner of U.S. Registration No. 1465272; and

WHEREAS, Assignee wishes to secure and acquire all rights in and to the Trademark, and the goodwill associated therewith, including the corresponding U.S. Trademark Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee all of its rights, title and interest in and to the Trademark, including all common law rights and the corresponding U.S. Registration therefore, together with the goodwill of the business associated therewith, and the right to sue for past infringement and to retain any damages awarded.

This Assignment is effective as of May 14th, 2018.

ASSIGNOR:

FRED, SOCIETE ANONYME

By: [Signature]
Signature

Vice-President & Artistic Director
Print Name & Title

Date of Signature/Date de Signature: Monday, 14th of May 2018