

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM492150

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BL Merchandising, LLC		02/04/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Hot Topic Merchandising, Inc.		
Street Address:	18305 East San Jose Avenue		
City:	City of Industry		
State/Country:	CALIFORNIA		
Postal Code:	91748		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5465252	LUNCH SPECIALS	
Registration Number:	5124757	BOXLUNCH	
Registration Number:	5083116	GET SOME GIVE BACK	
CORRESPONDENCE DATA			
Fax Number:	3102774730		
<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:	3105519306		
Email:	jarciniega@mwe.com		
Correspondent Name:	Jorge Arciniega, McDermott Will & Emery		
Address Line 1:	2049 Century Park East, Suite 3800		
Address Line 4:	Los Angeles, CALIFORNIA 90067-3218		
ATTORNEY DOCKET NUMBER:	100638-0010		
NAME OF SUBMITTER:	Jorge Arciniega		
SIGNATURE:	/Jorge Arciniega/		
DATE SIGNED:	10/01/2018		
Total Attachments: 2			
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source=TM Assignment from BL Merchandising LLC to Hot Topic Merchandising Inc#page2.tif			

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SHORT-FORM TRADEMARK ASSIGNMENT

This Short-Form Trademark Assignment is entered into as of **February 4, 2018** by and between **BL Merchandising, LLC**, a Delaware limited liability company with an address at P.O. Box 310, Walnut, California 91788 ("Assignor"), and **Hot Topic Merchandising, Inc.**, a California corporation with an address at 18305 East San Jose Avenue, City of Industry, California 91748 ("Assignee"), with reference to the following facts.

Assignor has agreed to assign all of its right, title and interest in and to the trademarks described in Exhibit A attached hereto (the "Marks").

In consideration of the premises herein set forth and for additional valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, grants, conveys, transfers and sets over to Assignee all personal property and assets used in connection with the operation of Assignor's business, including, without limitation, all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks have been used as of the date hereof.

The parties hereto have caused this Short-Form Trademark Assignment to be executed as of the date first set forth above.

BL Merchandising, LLC

By: Kimberly K. Matthews

Name: KIMBERLY K. MATTHEWS

Title: VP & GENERAL COUNSEL

Hot Topic Merchandising, Inc.

By: Kimberly K. Matthews

Name: KIMBERLY K. MATTHEWS

Title: VP & GENERAL COUNSEL

EXHIBIT A

MARK	SERVICES	SERIAL / REGISTRATION NOS.
LUNCH SPECIALS	IC 35 - Providing incentive award programs for customers for the purpose of promoting and rewarding loyalty not including discounts on midday meals.	87136544 / 5465252
BOXLUNCH	IC 35 - On-line retail gift shops; On-line retail store services featuring a wide variety of consumer goods of others; Retail gift shops; Retail store services featuring a wide variety of consumer goods of others.	86389624 / 5124757
GET SOME GIVE BACK	IC 35 - On-line retail gift shops; On-line retail store services featuring a wide variety of consumer goods of others; Retail gift shops; Retail store services featuring a wide variety of consumer goods of others.	86666240 / 5083116

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