

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM491673

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
House of Fraser (Stores) Limited		08/10/2018	Corporation: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	SHELFCO A2 LIMITED		
Street Address:	Unit A, Brook Park East		
City:	Shirebrook		
State/Country:	UNITED KINGDOM		
Postal Code:	NG20 8RY		
Entity Type:	Corporation: UNITED KINGDOM		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4094979	BIBA	
Registration Number:	5479069	BIBA	
Registration Number:	2061669	BIBA	
Registration Number:	2578992	BIBA	
Registration Number:	3197460	BIBA	
Registration Number:	4094980	BIBA	
Registration Number:	3544019	ISSA	
CORRESPONDENCE DATA			
Fax Number:	6167522500		
<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:	(616) 752-2469		
Email:	trademarks@wnj.com		
Correspondent Name:	WARNER NORCROSS + JUDD LLP		
Address Line 1:	111 LYON STREET NW		
Address Line 2:	900 FIFTH THIRD CENTER		
Address Line 4:	GRAND RAPIDS, MICHIGAN 49503-2487		
NAME OF SUBMITTER:	James L. Scott		
SIGNATURE:	/JS/		

OP \$190.00 4094979

DATE SIGNED:	09/27/2018
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Total Attachments: 8

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THIS DEED OF ASSIGNMENT is made on 10 August 2018

BETWEEN:

(1)

[REDACTED]

(2) **HOUSE OF FRASER (STORES) LIMITED** (in administration) a company incorporated in Scotland (registered no. SC010677), whose registered office is at Granite House, 31 Stockwell Street, Glasgow, G1 4RZ ("**HOFSL**"), acting by the Administrators;

(3)

[REDACTED]

[REDACTED] HOFSL [REDACTED] are referred to as the "**Assignors**";

(4)

[REDACTED]

(5) **SHELFCO A2 LIMITED**, a company incorporated in England and Wales (registered no. 10687367), whose registered office is at Unit A, Brook Park East, Shirebrook, NG20 8RY (the "**Assignee**").

BACKGROUND

[REDACTED]

[REDACTED]

[REDACTED]

THE PARTIES AGREE as follows:

1.

[REDACTED]

1.1

[REDACTED]

[REDACTED]

2. **ASSIGNMENT**

2.1 [REDACTED] the Assignors hereby assign and transfer to the Assignee all of their right, title and interest in the Business Intellectual Property, including in those rights described in Schedule 1 to this Agreement [REDACTED] and all legal rights and immunities (howsoever derived) attaching thereto, together with:

2.1.1 all of their right, title and interest in any registrations granted pursuant to any of the applications comprised in the Business Intellectual Property;

2.1.2 all of their right title and interest in the goodwill attaching to the Trade Marks; and

2.1.3 all of their right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement or for passing off or any other cause of action arising from ownership, of any of the Business Intellectual Property whether occurring before or after the date of this Deed of Assignment.

2.2 [REDACTED]

3. [REDACTED]

[REDACTED]

4. [REDACTED]

[REDACTED]

5. [REDACTED]

[REDACTED]



6. **GOVERNING LAW AND JURISDICTION**

6.1 This Deed of Assignment is governed by English law.

6.2 The courts of England have exclusive jurisdiction to settle any dispute arising from or connected with this Agreement.

7. **COUNTERPARTS**

This Deed of Assignment may be executed in any number of counterparts, each of which when executed and delivered is an original and all of which together evidence the same agreement.

**SCHEDULE 1
BUSINESS INTELLECTUAL PROPERTY**

TRADE MARKS

Owner	Trademark	Country	Application No	Application Date	Registration No	Registration Date	Int. Classes	Trademark Status
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
House of Fraser (Stores) Limited	BIBA	United States of America	77850695	16 Oct 2009	4094979	7 Feb 2012	20, 21, 24, 35	Registered
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
House of Fraser (Stores) Limited	BIBA & Device	United States of America	87479239	7 Jun 2017	5479069	29 May 2018	3, 4	Registered
House of Fraser (Stores) Limited	BIBA & Device (old)	United States of America	75372236	14 Oct 1997	2578992	11 Jun 2002	18	Registered
House of Fraser (Stores) Limited	BIBA & Device (old)	United States of America	77850723	16 Oct 2009	4094980	7 Feb 2012	20, 21, 24, 35	Registered
House of Fraser (Stores) Limited	BIBA & Device (old)	United States of America	78558090	1 Feb 2005	3197460	9 Jan 2007	25	Registered
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Sunshine Lux Holdings SA	ISSA & Device	United States of America	76978728	25 Apr 2001	3544019	9 Dec 2008	25	Registered
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Executed as a deed by)
SHELFCO A2 LIMITED)



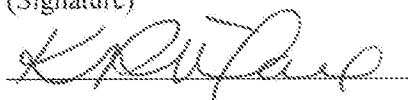
Signature of director

LIAM ROWLEY

Name of director

in the presence of:

Witness:
(Signature)



Name:
(Printed)

KATIE RY-PHILL

Address:

100 W.P.

TOWERBRIDGE HOUSE

LONDON E1W 1AA

Occupation:

TRAFFIC SOLICITOR