

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM497379

|   |                                   |                       |                             |
|---|-----------------------------------|-----------------------|-----------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                    |                       |                             |
| <b>NATURE OF CONVEYANCE:</b>  | CHANGE OF NAME                    |                       |                             |
| <b>CONVEYING PARTY DATA</b>   |                                   |                       |                             |
| <b>Name</b>   | <b>Formerly</b>                   | <b>Execution Date</b> | <b>Entity Type</b>          |
| SHELFCO A2 LIMITED  |                                   | 08/29/2018            | Corporation: UNITED KINGDOM |
| <b>RECEIVING PARTY DATA</b>   |                                   |                       |                             |
| <b>Name:</b>  | HOUSE OF FRASER BRANDS LIMITED    |                       |                             |
| <b>Street Address:</b>  | Unit A, Brook Park East           |                       |                             |
| <b>City:</b>  | Shirebrook                        |                       |                             |
| <b>State/Country:</b>   | UNITED KINGDOM                    |                       |                             |
| <b>Postal Code:</b>   | NG20 8RY                          |                       |                             |
| <b>Entity Type:</b>   | Corporation: UNITED KINGDOM       |                       |                             |
| <b>PROPERTY NUMBERS Total: 7</b>  |                                   |                       |                             |
| <b>Property Type</b>  | <b>Number</b>                     | <b>Word Mark</b>      |                             |
| <b>Registration Number:</b>   | 4094979                           | BIBA                  |                             |
| <b>Registration Number:</b>   | 5479069                           | BIBA                  |                             |
| <b>Registration Number:</b>   | 2061669                           | BIBA                  |                             |
| <b>Registration Number:</b>   | 2578992                           | BIBA                  |                             |
| <b>Registration Number:</b>   | 3197460                           | BIBA                  |                             |
| <b>Registration Number:</b>   | 4094980                           | BIBA                  |                             |
| <b>Registration Number:</b>   | 3544019                           | ISSA                  |                             |
| <b>CORRESPONDENCE DATA</b>  |                                   |                       |                             |
| <b>Fax Number:</b>  | 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> |                                   |                       |                             |
| <b>Phone:</b>   | (616) 752-2469                    |                       |                             |
| <b>Email:</b>   | trademarks@wnj.com                |                       |                             |
| <b>Correspondent Name:</b>  | WARNER NORCROSS + JUDD LLP        |                       |                             |
| <b>Address Line 1:</b>  | 111 LYON STREET NW                |                       |                             |
| <b>Address Line 2:</b>  | 900 FIFTH THIRD CENTER            |                       |                             |
| <b>Address Line 4:</b>  | GRAND RAPIDS, MICHIGAN 49503-2487 |                       |                             |
| <b>NAME OF SUBMITTER:</b>   | James L. Scott                    |                       |                             |
| <b>SIGNATURE:</b>   | /JS/                              |                       |                             |

OP \$190.00 4094979

|   |            |
|---|------------|
| <b>DATE SIGNED:</b>   | 11/08/2018 |
| <b>Total Attachments: 1</b><br>source=CON Certificate#page1.tif |            |



**FILE COPY**

**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

**Company Number 10687367**

The Registrar of Companies for England and Wales hereby certifies that under the Companies Act 2006:

**SHELFCO A2 LIMITED**

a company incorporated as private limited by shares, having its registered office situated in England and Wales, has changed its name to:

**HOUSE OF FRASER BRANDS LIMITED**

Given at Companies House on **29th August 2018**



\* N10687367P \*

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006



Companies House



THE OFFICIAL SEAL OF THE  
REGISTRAR OF COMPANIES