

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM498955

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
F.O. USA, INC.		10/29/2018	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	F.O.HOLDINGS CO., LTD.		
<b>Street Address:</b>	7-1-5 Isogamidori, Chuo-Ku, Kobe-Shi		
<b>City:</b>	Hyogo-Ken		
<b>State/Country:</b>	JAPAN		
<b>Postal Code:</b>	651-0086		
<b>Entity Type:</b>	Corporation: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3745222	BIT'Z KIDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3125777007		
<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>	3125777000		
<b>Email:</b>	trademark@fitcheven.com		
<b>Correspondent Name:</b>	John E. Lyhus		
<b>Address Line 1:</b>	120 S LaSalle Street		
<b>Address Line 2:</b>	Suite 2100		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60603		
<b>ATTORNEY DOCKET NUMBER:</b>	8156-144216		
<b>NAME OF SUBMITTER:</b>	John E. Lyhus		
<b>SIGNATURE:</b>	/John E. Lyhus/		
<b>DATE SIGNED:</b>	11/20/2018		
<b>Total Attachments: 1</b>			
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OP \$40.00 3745222

**TRADEMARK ASSIGNMENT**

This Trademark Assignment ("Assignment"), effective as of the date of signing below, ("Effective Date"), is made and entered into between F.O. USA, INC. a corporation organized under the laws of New York, having a principal place of business at 1501 Broadway, Suite 12082 New York, New York 10036, ("Assignor"), and F.O.HOLDINGS CO., LTD., a corporation organized under the laws of Japan, having a principal place of business at 7-1-5 Isogamidori, Chuo-Ku, Kobe-Shi, Hyogo-Ken 651-0086, Japan ("Assignee"), with Assignor and Assignee each referred to as a "Party" and collectively the "Parties."


WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademark and service mark BIT'Z KIDS for children's clothing and retail store services featuring children's clothing and related accessories, including the goodwill of the business symbolized by that mark and the corresponding U.S. Trademark Registration No. 3745222 for that trademark with the U.S. Patent and Trademark Office (collectively referred to in this Assignment as the "Trademark"); and

WHEREAS, Assignee wishes to acquire and Assignor wishes to assign to Assignee the entire worldwide right, title and interest in and to the Trademark, including the goodwill symbolized by that Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the Parties acknowledge, Assignor assigns and transfers to Assignee as of the Effective Date all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, including but not limited to, any and all applications or registrations for the Trademark, including U.S. Registration No. 3745222, any copyrights in and to the Trademark and its associated designs, and the right to sue for and recover all damages and other remedies in respect of any infringement of this Trademark that may have occurred prior to the Effective Date of this Assignment.

F.O. USA, INC.

Date: 29 th, October, 2018

  
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Name: Shinya Hikita  
Title: President