

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM500648

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NWHL Holdings, LLC		08/16/2018	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Buffalo Beauts Hockey, LLC		
Street Address:	199 Scott Street, Suite 200		
City:	Buffalo		
State/Country:	NEW YORK		
Postal Code:	14204		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	88013784	BEAUTS	
Serial Number:	88009831	BUFFALO BEAUTS	
Serial Number:	88013888	BEAUTS	
Registration Number:	4906135	BUFFALO BEAUTS	
CORRESPONDENCE DATA			
Fax Number:	6462187665		
<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:	6462187605		
Email:	nfriedma@hodgsonruss.com		
Correspondent Name:	Neil B Friedman		
Address Line 1:	605 3rd Avenue, Suite 2300		
Address Line 2:	HODGSON RUSS, LLP		
Address Line 4:	New York, NEW YORK 10158		
ATTORNEY DOCKET NUMBER:	NBF Pegula - Beauts		
NAME OF SUBMITTER:	Neil B. Friedman		
SIGNATURE:	/Neil B. Friedman/		
DATE SIGNED:	12/04/2018		
Total Attachments: 1			

OP \$115.00 88013784

ASSIGNMENT OF TRADEMARK

Whereas NWHL Holdings, LLC
(name of assignor)

Of 67 West Street, Suite 401-B11, Brooklyn, New York 11222
(address)

Owens trademark reg. nos. 4,906,135 and serial nos. 88/009,831; 88/013,784; 88/013,888,

for the Marks BUFFALO BEAUTS, BUFFALO BEAUTS, BEAUTS (plus design), BEAUTS (plus design), respectively.

Whereas Buffalo Beauts Hockey, LLC
(name of assignee)

of 199 Scott Street, Suite 200, Buffalo, New York 14204
(address)

Whereas, The Assignee desires to acquire from the Assignor all of Assignor's right, title and interest in and to the Trademark application and/or registration, together with the benefit of any use of the Trademark by the Assignor, and the goodwill of the business relations to the Trademark and to the wares or services associated with it, to hold unto the Assignee absolutely.

Now therefore, in consideration of the payment of one dollar (\$1.00) and for good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, the Assignor and the Assignee hereby agree as follows:

Trademark Assignment, the Assignor hereby sells, transfers and assigns to the Assignee, its successors and assigns, the Assignor's entire right, title and interest in and to the Trademark application and/or registrations, together with (i) the benefit of any use of the Trademark by the Assignor (ii) the goodwill of the business relations to the Trademark and to the wares or services associated with it, (iii) all income, royalties and damages hereafter due or payable to Assignor with respect to the Trademark(s) to hold unto the Assignee absolutely.


(Signature of assignor);
Danielle Rylan, CEO

08/16/18
Date of Execution

Name and Title of signatory if assignor is a corporation