

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM502446

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Superior Group of Companies, Inc.		11/29/2018	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Fashion Seal Corporation		
Street Address:	2215-B Renaissance Drive		
Internal Address:	#5		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3254826	HPI DIRECT	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<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:	2127081800		
Email:	gdeluca@ladas.com		
Correspondent Name:	Michael A. Cornman, Esq.		
Address Line 1:	1040 Avenue of the Americas		
Address Line 2:	6th Floor		
Address Line 4:	New York, NEW YORK 10018-3738		
ATTORNEY DOCKET NUMBER:	BF10626976		
NAME OF SUBMITTER:	Michael A. Cornman		
SIGNATURE:	/Michael A. Cornman/		
DATE SIGNED:	12/18/2018		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This Trademark Assignment, having an effective date of November 29, 2018, is by and between **Superior Group of Companies, Inc.**, a Florida corporation having its principal office at 10055 Seminole Boulevard, Seminole, Florida 33772 (the "ASSIGNOR"), and **Fashion Seal Corporation**, a Nevada corporation having an address at 2215-B Renaissance Drive #5, Las Vegas, Nevada 89119 (the "ASSIGNEE").

Background

ASSIGNOR has adopted and owns all rights, title, and interest the trademark registered with the United States Patent and Trademark Office ("Trademark"), and the goodwill associated therewith, as identified and set forth on **Exhibit A** hereto, the contents of which are incorporated herein by this reference. Other than the marks listed in **Exhibit A**, the term "Trademarks" does not include any other trademarks, service marks, trade names, words, slogans, logos, graphics, or other indicia or any variations thereof that are used by ASSIGNOR or its affiliates, or any mark likely to be similar to or confused with any of the foregoing.

ASSIGNOR now desires to assign to ASSIGNEE the rights and privileges granted herein in exchange for a license to use the Trademarks pursuant to that certain "Trademark License Agreement" executed by the parties for the right and ability of ASSIGNOR to commercialize ASSIGNEE's trademark rights.

Agreement

NOW, THEREFORE, for the consideration stated herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, ASSIGNOR irrevocably, unconditionally, and forever sells, assigns, transfers, and conveys to ASSIGNEE all right, title, and interest in and to the Trademark, together with all goodwill of the business connected with the use of and symbolized by the Trademark world-wide, and all related common law rights related thereto, and together with all past, present, and future claims and causes of action that could have been asserted by ASSIGNOR for damages and equitable and other relief by reasons of infringement, dilution, and all other unlawful acts by third parties and/or ASSIGNEE of the Trademark prior to execution of this Trademark Assignment, with the same right to sue for, and collect the same for ASSIGNEE's own use, benefit and for the use and benefit of its successors, assigns or other legal representative, whether such actions could have been brought in ASSIGNOR's name or in the names of others.

ASSIGNOR represents, warrants, and covenants that it has made no assignment, sale, agreement, or encumbrance of the Trademarks, and it will not make or enter into any, which have or would conflict with this sale, assignment, transfer, and conveyance.

The ASSIGNOR has executed this Trademark Assignment on the date indicated above.

SUPERIOR GROUP OF COMPANIES, INC.

By: [Signature]

Name: Michael A. Minella

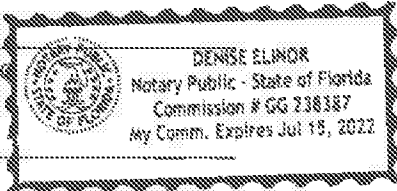
Title: Chief Financial Officer

STATE OF FLORIDA §
 §
COUNTY OF PINELLAS §

BEFORE ME, a Notary Public, on this day personally appeared Michael A. Minella, who is known to me or who has produced his drivers license of the State of Florida having license number _____ as proof that he is the person whose name is subscribed to the foregoing "Trademark Assignment" and acknowledged to me that the same was his act, and that he has sworn to, subscribed to and executed the same for the purposes and considerations therein expressed and in the capacities therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the 29th day of November, 2018.

Denise Elinor
Print Name of Notary Public
[Seal]



Notary Public in and for
the State of Florida

My commission expires: July 15, 2022

The ASSIGNEE has executed this Trademark Assignment on the date indicated above.

FASHION SEAL CORPORATION

By: [Signature]
Name: JORDAN ALPERT
Title: VICE PRESIDENT

STATE OF FLORIDA §
 §
COUNTY OF PINELLAS §

BEFORE ME, a Notary Public, on this day personally appeared Jordan Alpert, who is known to me or who has produced his drivers license of the State of Florida having license number _____ as proof that he is the person whose name is subscribed to the foregoing "Trademark Assignment" and acknowledged to me that the same was his act, and that he has sworn to, subscribed to and executed the same for the purposes and considerations therein expressed and in the capacities therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the 29th day of November, 2018.

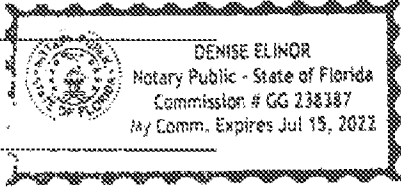
Denise Elinor
Print Name of Notary Public
[Seal] 
Notary Public in and for
the State of Florida
My commission expires: July 15, 2022

Exhibit A

Trademarks

The term "Trademark" shall include the following registration, which is registered on the Principal Register of the United States Patent and Trademark Office:

HPI DIRECT	78/631,284	3,254,826	June 6, 2007
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