

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM505765

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DBF Group, LLC		01/10/2019	Limited Liability Company: DELAWARE
Silver Eagle Holdings LLC		01/10/2019	Corporation: DELAWARE
Silver Park Holdings LLC		01/10/2019	Limited Liability Company: DELAWARE
MAF Works LLC		01/10/2019	Limited Liability Company: DELAWARE
JR Capital LLC		01/10/2019	Limited Liability Company: DELAWARE
SF Investment Holdings LLC		01/10/2019	Limited Liability Company: DELAWARE
JPF Investment Holdings LLC		01/10/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Michael C. Fina Co., Inc.		
Street Address:	4768 Broadway, Suite 638		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10034		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2253512	MICHAEL C. FINA	
Registration Number:	1728472	MICHAEL C. FINA	
Registration Number:	4504211	MICHAEL C. FINA	
Registration Number:	4395136	DIAMOND DASH DASH FOR A DIAMOND & A CURE	
CORRESPONDENCE DATA			
Fax Number:	2129537201		
<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:	(212) 415-9200		

OP \$115.00 2253512

Email: ny.trademark@dorsey.com
Correspondent Name: Sarah M. Robertson, Dorsey & Whitney LLP
Address Line 1: 51 West 52nd Street
Address Line 4: New York, NEW YORK 10019-6119

ATTORNEY DOCKET NUMBER: 443325-00001

NAME OF SUBMITTER: Sarah M. Robertson

SIGNATURE: /smr/

DATE SIGNED: 01/14/2019

Total Attachments: 3

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TRADEMARK PURCHASE AND ASSIGNMENT AGREEMENT

This **TRADEMARK PURCHASE AND ASSIGNMENT AGREEMENT** (“Assignment”) is entered into as of January 10th, 2019 (the “Effective Date”) by and among Ashley Fina as Equityholders’ Representative (“Assignor”) on behalf of the Equityholders (as defined below) and Michael C. Fina Co., Inc., a New York corporation (“Assignee”).

WHEREAS, Assignor is the owner of the name, trade name, trademark and service mark “Michael C. Fina”, the trademarks and services marks identified on Schedule A hereto, all common law rights with respect to the foregoing, any registrations or applications for registration of the foregoing and any renewals and extensions thereof, and any abbreviations, derivations, translations, or combinations of any of the foregoing (collectively, the “Trademarks”);

WHEREAS, pursuant to a certain Stock Purchase Agreement dated as of February 6, 2017, Ashley Fina was appointed as the Equityholders’ Representative for each of DBF Group, LLC, a Delaware limited liability company; Silver Eagle Holdings LLC, a Delaware limited liability company; Silver Park Holdings LLC, a Delaware limited liability company; MAF Works LLC, a Delaware limited liability company; JR Capital LLC, a Delaware limited liability company; SF Investment Holdings LLC, a Delaware limited liability company; and JPF Investment Holdings LLC, a Delaware limited liability company (together, the “Equityholders”);

WHEREAS, Assignor wishes to sell, convey, assign and deliver to Assignee, and Assignee desires to receive, acquire and accept from Assignor, all of its right, title and interest, in (including indirect and other forms of beneficial ownership), to and under the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers, and agrees to assign and transfer, to Assignee, all of its right, title and interest in (including indirect and other forms of beneficial ownership) to, and under the Trademarks, together with the goodwill of the business symbolized by the Trademarks, including, without limiting the generality of the foregoing, all income, proceeds, royalties, damages and payments due or payable to the Assignor as of the Effective Date or thereafter (including damages and payment for past, present or future infringements, misappropriations, misuses, or other violations thereof) with respect to the Trademarks, the right to sue and collect any damage awards for past, present or future infringements, misappropriations, dilutions, misuses or other violations, rights to apply in Assignee’s or any Assignee affiliate’s name in any or all countries of the world for trademarks, service marks, and other governmental grants or issuance of any kind related to any of the foregoing, and any and all corresponding rights, that, now or hereafter, may be secured throughout the world, all of the foregoing to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and assigns to the full end of the term of the Trademarks as fully and entirely as the same would have been held by Assignor had this assignment and transfer not been made; provided, however, that the foregoing assignment shall not restrict Michael C. Fina Corporate Sales, Inc. from continuing to maintain, or require Michael C. Fina Corporate Sales, Inc. to assign or convey, the registration of its corporate name.

**Equityholders' Representative, on
behalf of the Equityholders**

Date: 01/10/19

By: Asiley Fina _____
Name: _____

Michael C. Fina Co., Inc.

Date: 01/10/19

By: Asiley Fina _____
Name: ASILEY FINA

SCHEDULE A

Trademarks and Service Marks:

File Number	Client Matter	Trademark	Jurisdiction	Status/ Sub Status	Application No	Registration No
441325-00001	Michael C. Fina Corporate Sales, Inc.	MICHAEL C. FINA	Canada	Registered	1,716,369	TM/941258
1252176-CA/01	Michael C. Fina Corporate Sales, Inc.	MICHAEL C. FINA	Canada	Registered	Mar 2, 2015	Jan 20, 2016
<p>Online retail store services featuring decorative home goods and decor, namely picture frames, jewelry boxes, vases, candlesticks, barware, bowls, dinnerware, stemware, barware, lighting, candles, table accessories, linens.</p> <p>Online retail store services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal, china, silverware, stemware, tableware.</p> <p>Providing employee recognition, reward, incentive, and engagement programs for other companies to promote job quality and longevity within their respective organizations.</p> <p>Retail store services and mail order services featuring decorative home goods and decor, namely picture frames, jewelry boxes, vases, candlesticks, barware, bowls, dinnerware, stemware, barware, lighting, candles, table accessories, linens.</p> <p>Retail store services and mail order services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal, china, silverware, stemware, and tableware.</p>						
441325-00001	Michael C. Fina Corporate Sales, Inc.	MICHAEL C. FINA	United States of America	Registered	75477748	2253312
441325-00001	Michael C. Fina Corporate Sales, Inc.	MICHAEL C. FINA	United States of America	Registered	Apr 24, 1998	Jun 15, 1999
<p>Retail store services and mail order services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal, china, silverware, stemware, and tableware.</p>						
441325-00001	Michael C. Fina Corporate Sales, Inc.	MICHAEL C. FINA	United States of America	Registered	857860813	4502111
441325-00001	Michael C. Fina Corporate Sales, Inc.	MICHAEL C. FINA	United States of America	Registered	Feb 26, 2013	Apr 1, 2014
<p>Retail store services and mail order services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal, china, silverware, stemware, and tableware.</p>						
441325-00001	Michael C. Fina Corporate Sales, Inc.	MICHAEL C. FINA	United States of America	Registered	85771881	4395156
441325-00001	Michael C. Fina Corporate Sales, Inc.	DIAMOND DASH DASH FOR A DIAMOND & A CURE PRESENTED BY MICHAEL C. FINA	United States of America	Registered	Nov 5, 2012	Sep 3, 2013
<p>Charitable fund raising services</p>						