

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM521017

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RE ACQUA S.A.		12/13/2018	Company: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	Blue Moon Srl		
Street Address:	CONTRADA CISTERNA 84/85		
City:	TOLENTINO (MC)		
State/Country:	ITALY		
Postal Code:	62029		
Entity Type:	Company: ITALY		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	0920759	ARENA	
Registration Number:	1063575	ARENA	
Registration Number:	1091870		
Registration Number:	1255899		
Registration Number:	1255900	ARENA	
Registration Number:	2590182	ARENA	
Registration Number:	4235575	POWER SKIN	
Registration Number:	4206333	ARENA	
Registration Number:	3221522	ARENA WATER INSTINCT	
Registration Number:	4024983		
Registration Number:	4522366	POWERSKIN	
Registration Number:	4522367	ARENA	
CORRESPONDENCE DATA			
Fax Number:	4042520970		
<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:	404-252-0900		
Email:	jeff@sladlaw.com		
Correspondent Name:	Jeffrey B. Sladkus, Esq.		
Address Line 1:	1397 Carroll Drive		
TRADEMARK			

OP \$315.00 0920759

Address Line 4: Atlanta, GEORGIA 30318

DOMESTIC REPRESENTATIVE

Name: Jeffrey B. Sladkus, Esq.

Address Line 1: 1397 Carroll Drive

Address Line 4: Atlanta, GEORGIA 30318

NAME OF SUBMITTER: Jeffrey B. Sladkus

SIGNATURE: /Jeffrey B. Sladkus/

DATE SIGNED: 04/26/2019

Total Attachments: 5

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CONFIRMATORY DEED OF CONTRIBUTION

THIS CONFIRMATORY DEED OF CONTRIBUTION is effective as of December 13, 2018 by and between RE ACQUA SA, a company having its head office in Luxembourg, 12D, rue Guillaume Kroll, L-1882, organized under the laws of Switzerland (hereinafter "Re Acqua") and BLUE MOON SRL, a company having its head office in CONTRADA CISTERNA 84/85, 62029 TOLENTINO (MC) Italy, organized under the laws of Italy, ("hereinafter Blue Moon").

WHEREAS, in accordance with an agreement dated December 13, 2018, Re Acqua assigned, transferred and contributed the Intellectual Property Rights listed in Exhibits A, B & C (the "IP Rights") to Blue Moon, together with the goodwill of the business associated therewith; and

WHEREAS, Re Acqua and Blue Moon desire to confirm and record the contribution of the IP Rights, together with the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Re Acqua declares to have contributed, as proprietors, unto Blue Moon all rights, title and interest in and to the IP Rights, together with the goodwill of the business associated therewith; and
2. Blue Moon confirms to have received all right, title and interest to the IP Rights and any and all goodwill of the business associated therewith.

Re Acqua agrees to execute and deliver at the request of Blue Moon, all papers, instruments and assignments, and to perform any other reasonable act that Blue Moon may require in order to vest all of Re Acqua's right, title and interest in and to the IP Rights in Blue Moon and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Blue Moon, to the extent such evidence is in possession or control of Arena.

This Confirmatory Deed of Contribution shall be construed under and governed by the law of Italy, without regard of principles of conflict of laws. This document set forth the entire agreement and understanding between the parties relating the subject matter hereof.

RE ACQUA SA

By:

Name: LUCA SELVATICI / DELPHINE DIRCKER

Title: DIRECTORS

BLUE MOON SRL

By:

Name: LUCA SELVATICI / GIUSEPPE MUSCIACCHIO

Title: MANAGING DIRECTORS

EXHIBIT A

JACOBACCI
PARTNERS

Image	Country	Trademark	Reg. Number	Reg. Expiration	Reg. Period
	U.S.A.		1781671	23.06.2028	25
	U.S.A.		1250999	01.11.2025	09.10.18.22.28
	U.S.A.		4024382	13.09.2021	09.12
arena	U.S.A.	ARENA	2980782	06.07.2022	24
Word	U.S.A.	ARENA	620739	21.09.2021	25
Word	U.S.A.	ARENA	1082676	12.04.2023	18.22
Word	U.S.A.	ARENA	1286350	01.11.2023	09.10.18.22.28
arena	U.S.A.	ARENA	4216703	11.03.2022	08.10.2022
arena	U.S.A.	ARENA	4022857	28.04.2024	24
arena WATER INSTINCT	U.S.A.	ARENA WATER INSTINCT	3027822	27.02.2027	09.10.18.22
Word	U.S.A.	POWER SKIN	4215875	03.11.2022	1.18.25
Word	U.S.A.	POWER SKIN	4392886	26.04.2024	24

DISCLAIMER

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Update to 29/01/2019

EXHIBIT B

**JACOBACCI
PARTNERS**

country	type	PCT		PCT		priority date	title	applicant	status
		class	number	class	number				
U.S.A.	national phase pct	16/03/2010	15/634596	08/07/2014	8789719	13/04/2030	swim cap, particularly for users having long hair	Arena Distribution S.A.	granted
U.S.A.	national phase pct	25/07/2012	14/415171	02/01/2018	9854853	02/08/2019	swim suit, particularly for competition swimming	Arena Distribution S.A.	granted
U.S.A.	design or model	11/06/2010	29/363682	11/10/2013	D648740	11/10/2025	swim fins	Arena Distribution S.A.	granted
U.S.A.	design or model	31/07/2014	29/474280	15/08/2017	D794279	15/08/2031	swimsuit	Arena Distribution S.A.	granted
U.S.A.	design or model	31/07/2014	29/474279	13/06/2017	D789034	15/06/2031	swimsuit	Arena Distribution S.A.	granted

Updated to 29/01/2015

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		EPO/A		Granting					
U.S.A.	design or model	31/07/2014	29/074251	29/08/2017	0795530	29/08/2018	swinsuff	Arena Distribution S.A.	granted
U.S.A.	design or model	12/08/2016	29/628203	02/01/2018	0806960	02/01/2018	swinsuff	Arena Distribution S.A.	granted
U.S.A.	design or model	12/08/2016	29/630204	28/11/2017	0893521	28/11/2018	swinsuff	Arena Distribution S.A.	granted

Update to: 01/2019

EXHIBIT C

**JACOBACCI
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Country	Type	Date	Number	Date	Number	Expiry Date	Class	Applicant	Status
U.S.A.	national phase pct	05/02/2014	15/116,301			05/02/2034	swim suit, particularly for competition swimming	Arena Distribution S.A.	pending appln.
U.S.A.	national phase pct	12/02/2016	16/078,656			22/02/2036	swim suit, particularly for competition swimming	Arena Distribution S.A.	pending appln.
U.S.A.	national phase pct	22/01/2016	16/079,644			22/01/2036	swim suit, particularly for competition swimming	Arena Distribution S.A.	pending appln.