

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM522433

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Laundress, LLC		01/31/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Unilever N.V.		
Street Address:	Weena 455		
City:	Rotterdam		
State/Country:	NETHERLANDS		
Postal Code:	3013AL		
Entity Type:	Naamloze Vennootschap (Nv): NETHERLANDS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2957295		
Registration Number:	2923475	THE LAUNDRESS NEW YORK	
Registration Number:	3196874	THE LAUNDRESS NEW YORK	
Registration Number:	5056046	THE LAUNDRESS NEW YORK	
CORRESPONDENCE DATA			
Fax Number:	2149783099		
<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:	2149783000		
Email:	dallastrademarks@bakermckenzie.com		
Correspondent Name:	Dyan M. House		
Address Line 1:	1900 N. Pearl St., Suite 1500		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	50599856		
NAME OF SUBMITTER:	Dyan M. House		
SIGNATURE:	/Dyan M. House/		
DATE SIGNED:	05/07/2019		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, **The Laundress, LLC**, a Delaware limited liability company having an address at **247 W. 30th Street, 7F New York, New York 10001** ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from **Unilever N.V.**, a naamloze vennootschap organized under the laws of **The Netherlands** having an address at ("Assignee"), and pursuant to a certain Purchase and Sale Agreement entered into as of **31 January 2019** by and between **The Laundress, LLC** on the one hand, and **Unilever N.V.** on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

the U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks")

to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

The Laundress LLC

By: _____

Name: Joseph Sullivan
Title: Duly Authorised

EXHIBIT A

REG. NO.	TRADEMARK
2957295	LAUNDRESS LADY DESIGN
2923475	THE LAUNDRESS NEW YORK (STYLISED)
3196874	THE LAUNDRESS NEW YORK (STYLISED)
5056046	THE LAUNDRESS NEW YORK (STYLISED)

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