

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM530200

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IDEA NUOVA INC.		06/25/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	BANK HAPOALIM B.M.		
Street Address:	1177 AVENUE OF THE AMERICAS		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Serial Number:	88402441	CUDDLY CREW	
Serial Number:	88378301	LOFTY CLOUD FILL BY IN GLOBAL	
Serial Number:	88232184	URBAN SHOP	
Registration Number:	5748878	URBAN SHOP	
Registration Number:	5577365	NEON SHOP	
Registration Number:	5541822	PARK LANE BY IN GLOBAL	
Registration Number:	5509295	COZY FINS	
Registration Number:	5458734	PROJECT STUDIO	
Registration Number:	5382484	MINERAL HOUSE	
Registration Number:	5335420	SPIN ITZ BY IN GLOBAL	
Registration Number:	5195728	EMOTI PALS BY IN GLOBAL	
Registration Number:	5195243	EMJ PALS BY IN GLOBAL	
CORRESPONDENCE DATA			
Fax Number:	4048853900		
<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:	4048853868		
Email:	rusty.close@troutman.com		
Correspondent Name:	CHRISTOPHER CLOSE		
Address Line 1:	TROUTMAN SANDERS LLP		

TRADEMARK

Address Line 2: 600 PEACHTREE STREET NE, SUITE 3000
Address Line 4: ATLANTA, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	043973.000021
NAME OF SUBMITTER:	Christopher C Close, Jr.
SIGNATURE:	/Christopher C. Close Jr./
DATE SIGNED:	07/02/2019

Total Attachments: 8

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ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Addendum to Intellectual Property Security Agreement is executed pursuant to, and is an addendum to, an Intellectual Property Security Agreement dated April 1, 2016 from IDEA NUOVA INC., a New York corporation ("Grantor") and BANK HAPOALIM B.M. ("Bank"). This Addendum to Intellectual Property Security Agreement is presented for recordation as constructive notice that Grantor, the owner of the intellectual property identified in the exhibits attached hereto, has granted to BANK, a security interest in the intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

IN WITNESS WHEREOF, Grantor has executed this Addendum to Intellectual Property Security Agreement as of June 25, 2019.

GRANTOR:


IDEA NUOVA INC.

By: _____
Name:
Title:

BANK:

BANK HAPOALIM B.M.

By: 
Name: Alan Ackbarali
Title: Senior Vice President

By: 
Name:
Title: Paul J. DeChagas
First Vice President

ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Addendum to Intellectual Property Security Agreement is executed pursuant to, and is an addendum to, an Intellectual Property Security Agreement dated April 1, 2016 from IDEA NUOVA INC., a New York corporation ("Grantor") and BANK HAPOALIM B.M. ("Bank"). This Addendum to Intellectual Property Security Agreement is presented for recordation as constructive notice that Grantor, the owner of the intellectual property identified in the exhibits attached hereto, has granted to BANK, a security interest in the intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

IN WITNESS WHEREOF, Grantor has executed this Addendum to Intellectual Property Security Agreement as of June 25, 2019.

GRANTOR:

IDEA NUOVA INC.

By: _____

Name: *Debra Allos*
Title: *President*

BANK:

BANK HAPOALIM B.M.

By: _____

Name:
Title:

By: _____

Name:
Title:

EXHIBIT A

US Copyrights

Description	Registration Number	Application Number	Notes on Ownership
STYLENEST	VAu001241015 (03/28/2016)		
KIRTLAND	VAu001257769 (06/16/2016)		
KIRKLAND	VAu001261433 (08/15/2015)		
KIDS BOYS	VAu001241023 (03/28/2016)		
GIRLS TEEN	VAu001241024 (03/28/2016)		
GEO PATTERNS SPRING2016	VAu001250428 (04/21/2016)		
FORMULA BEDS	VAu001241017 (03/28/2016)		
EMOJI- SUNNYPATTERN- 01RT	VAu001241008 (04/15/2016)		

Description	Registration Number	Application Number	Notes on Ownership
CASA COUTURE	VAu001241021 (03/28/2016)		
CASA	VAu001241011 (03/28/2016)		
AMERICAN ORIGINALS	VAu001241025 (03/28/2016)		
SALT LAMP WM, ET AL.	VAu001300146 (04/04/2017)		
ANIMAL TAILS 2018	VAu001332103 (05/24/2018)		

EXHIBIT B

US Patents

Description	Application Number	Registration Number	Notes on Ownership
Reversible Sequin Pattern Sheet		10,174,450 (01/08/2019)	
Foldable Club Chair		D752,890 (04/05/2016)	
Collapsible Storage Chair		D754,448 (04/26/2016)	
Checkered Saucer Chair		D755,549 (05/10/2016)	
Wicker Web Chair		D755,551 (05/10/2016)	
Wicker Saucer Chair		D755,552 (05/10/2016)	
Saucer Chair with Seat Pad		D756,141 (05/17/2016)	

Description	Application Number	Registration Number	Notes on Ownership
Woven Chair		D756,155 (05/17/2016)	
Wicker Saucer Lounge Chair		D756,156 (05/17/2016)	
Webbed Saucer Chair with Seat Pad		D761,605 (07/19/2016)	
Bed Tent		D780,871 (03/07/2017)	
Roll Up Character Pillow and Sleeping Bag Combination		D791,433 (07/11/2017)	
Couch Chair		D845,016 (04/09/2019)	

EXHIBIT C

US Trademarks

Description	Serial Number	Registration Number	Notes on Ownership
CUDDLY CREW	88/402,441 (04/25/2019)		
LOFTY CLOUD FILL BY IN GLOBAL	88/378,301 (04/09/2019)		
URBAN SHOP	88/232,184 (12/17/2018)		
URBAN SHOP		5,748,878 (05/14/2019)	
NEON SHOP		5,577,365 (10/02/2018)	
PARK LANE BY IN GLOBAL		5,541,822 (08/14/2018)	
COZY FINS		5,509,295 (07/03/2018)	

Description	Serial Number	Registration Number	Notes on Ownership
PROJECT STUDIO		5,458,734 (05/01/2018)	
MINERAL HOUSE		5,382,484 (01/16/2018)	
SPIN ITZ BY IN GLOBAL		5,335,420 (11/14/2017)	
EMOTI PALS BY IN GLOBAL		5,195,728 (05/02/2017)	
EMJ PALS BY IN GLOBAL		5,195,243 (05/02/2017)	

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