

900511867 08/20/2019

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM537437

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lord and Mann LLC		08/20/2019	Limited Liability Company: NEW YORK UNITED STATES
RECEIVING PARTY DATA			
Name:	BH E & S Inc.		
Street Address:	1407 Broadway Suite 2004		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3993736	ZONE ONE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6468982030		
Email:	bperoff@peroffsaunders.com		
Correspondent Name:	BRYAN D. PEROFF		
Address Line 1:	745 FIFTH AVENUE SUITE 500		
Address Line 4:	NEW YORK, NEW YORK 10151		
NAME OF SUBMITTER:	BRYAN D. PEROFF		
SIGNATURE:	/Bryan Peroff/		
DATE SIGNED:	08/20/2019		
Total Attachments: 1			
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OP \$40.00 3993736

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made effective as of August 20, 2019, by and between Lord and Mann LLC, a New York limited liability company ("Assignor"), and BHE & S, Inc. a New York corporation ("Assignee").

RECITALS

WHEREAS, Assignor has acquired has good and marketable title to the entire right, title and interest, in and to the trademark ZONE ONE in connection with women's clothing, apparel, and accessories together with the goodwill associated with trademark and U.S. trademark registration number 3,993,736 in respect thereof (the "Trademark") and,

WHEREAS, Assignor wishes to assign the Trademark to Assignee and Assignee is desirous of acquiring the Trademark.

AGREEMENT

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

1. Assignment. Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Trademark, together with the goodwill associated with the Trademark.
2. Representations and Warranties of Assignor. Assignor represents and warrants to Assignee that it has the legal power and authority to execute and deliver this Trademark Assignment.

IN WITNESS WHEREOF, this Agreement has been duly executed by or on behalf of the parties effective as of the date first above written.

Lord and Mann LLC

By: 

Name: ELI MANN

Title: MEMBER