

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM542646

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|---|--|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| 3653102 Canada Inc. | | 07/31/2019 | Corporation: CANADA |
| RECEIVING PARTY DATA | | | |
| Name: | 3653111 Canada Inc. | | |
| Street Address: | 225 Chabanel Street West | | |
| Internal Address: | Suite 1015 | | |
| City: | Montreal, Quebec | | |
| State/Country: | CANADA | | |
| Postal Code: | H2N 2C9 | | |
| Entity Type: | Corporation: CANADA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 88261887 | THEIA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2125079153 | | |
| <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: | 212-697-3750 | | |
| Email: | lap@kirschsteinlaw.com | | |
| Correspondent Name: | Lisa A. Pieroni, Kirschstein et al. | | |
| Address Line 1: | 425 Fifth Avenue | | |
| Address Line 2: | 5th Floor - Suite 501 | | |
| Address Line 4: | New York, NEW YORK 10016-2223 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Lisa A. Pieroni, Kirschstein et al. | | |
| Address Line 1: | 425 Fifth Avenue | | |
| Address Line 2: | 5th Floor - Suite 501 | | |
| Address Line 4: | New York, NEW YORK 10016-2223 | | |
| NAME OF SUBMITTER: | Lisa A. Pieroni | | |
| SIGNATURE: | /Lisa A. Pieroni/ | | |

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| DATE SIGNED: | 09/26/2019 |
| Total Attachments: 2 source=3653102 Assignment#page1.tif source=3653102 Assignment#page2.tif | |

TRADEMARK ASSIGNMENT

WHEREAS, 3653102 Canada Inc., a Canadian corporation having its principal place of business at 225 Chabanel Street West, 10th Floor, Montreal, Quebec H2N 2C9, Canada ("Assignor"), is the sole and exclusive owner of all right, title and interest in and to the trademarks listed on the attached Schedule A ("Trademarks") and to the Trademark Registrations issued therefor, which registrations are in full force and effect, and the pending United States Trademark Application referred to therein, which application was allowed on July 16, 2019 ("Trademark Registrations and Application"); and

WHEREAS, 3653111 Canada Inc., a Canadian corporation having its principal place of business at 225 Chabanel Street West, Suite 1015, Montreal, Quebec H2N 2C9, Canada ("Assignee"), is desirous of acquiring the title, rights, benefits and privileges to the aforementioned Trademarks and Trademark Registrations and Application.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee the entire right, title and interest in and to the Trademarks and Trademark Registrations and Application listed on the attached Schedule A, together with all goodwill of the business arising from the use of and symbolized by the Trademarks and Trademark Registrations and Application.

ASSIGNOR: 3653102 Canada Inc.

BY: 
MITCHELL HOPS, President/CEO

Dated: July 31, 2019

ASSIGNEE: 3653111 Canada Inc.

BY: 
MITCHELL HOPS, President/CEO

Dated: July 31, 2019

Schedule A

U.S. and Foreign Applications/Registrations
Owned by 3653102 Canada Inc.

| <u>Mark</u> | <u>Country</u> | <u>Serial No.</u> | <u>Filing Date</u> | <u>Reg. No.</u> | <u>Reg. Dt.</u> | <u>Class(es)</u> |
|----------------------------|----------------|-------------------|--------------------|-----------------|-----------------|------------------|
| JS COLLECTIONS & Design | Mexico | 1725356 | 3/14/2016 | 1657253 | 7/19/2016 | 25 |
| THEIA | USA | 88/261,887 | 1/15/2019 | | | 25 |
| THEIA | Mexico | 1292277 | 7/17/2012 | 1385595 | 7/25/2013 | 25 |
| THEIA | Mexico | 1292278 | 7/17/2012 | 1328997 | 11/21/2012 | 25 |
| THEIA | Mexico | 1292279 | 7/17/2012 | 1328998 | 11/21/2012 | 25 |
| THEIA | Mexico | 1292280 | 7/17/2012 | 1328999 | 11/21/2012 | 25 |