

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM550483

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ascena Retail Group, Inc.		11/20/2019	Corporation:
RECEIVING PARTY DATA			
Name:	Backingbrands Solutions, LLC		
Street Address:	200 Heritage Drive		
City:	Etna		
State/Country:	OHIO		
Postal Code:	43062		
Entity Type:	Limited Liability Company: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88209419	BACKINGBRANDS	
Serial Number:	88209421	BACKINGBRANDS	
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>			
Email:	ip@ascenaretail.com		
Correspondent Name:	Rosanna T. Yang		
Address Line 1:	8323 Walton Parkway		
Address Line 4:	New Albany, OHIO 43054		
NAME OF SUBMITTER:	Rosanne T. Yang		
SIGNATURE:	/tmobbassgnrty/		
DATE SIGNED:	11/22/2019		
Total Attachments: 2			
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ASSIGNMENT

WHEREAS, Ascena Retail Group, Inc., a Delaware corporation, having an address at 8323 Walton Parkway, New Albany, OH 43054 (US) ("ASSIGNOR"), has adopted, used and owns the trademarks listed on the attached Schedule "A" (collectively, the "Marks");

WHEREAS, ASSIGNOR is the registered owner of the Marks and registrations therefore that are listed on the attached Schedule "A"; and

WHEREAS, Backingbrands Solutions, LLC, an Ohio corporation, having an address at 200 Heritage Drive, Etna, OH 43062 (US) ("ASSIGNEE"), as successor in interest to that portion of Assignor's business related to said Marks, is desirous of acquiring said Marks, the registrations therefore, and the good will associated therewith;

NOW, THEREFORE, for good and valuable consideration, ASSIGNOR does hereby assign unto ASSIGNEE, all right, title, and interest in and to the Marks, including all claims for damages for past infringement, together with the good will of the business symbolized by the Marks, and the registrations therefore.

ASCENA RETAIL GROUP, INC. (Assignor)

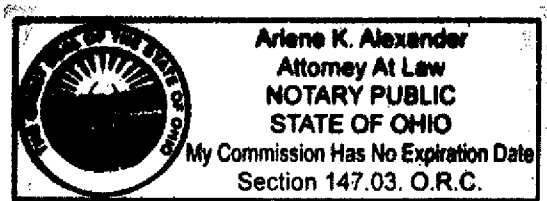
Date: Nov 20, 2019

By: [Signature]
Assistant Secretary

STATE OF ~~DELAWARE~~ ^{OHIO} OHIO
COUNTY OF ~~DELAWARE~~ ^{FRANKLIN} FRANKLIN, ss:

On this 20th day of November, 2019 before me personally came Rosanne T. Yang, who acknowledged that she executed the foregoing instrument and did swear that this instrument was executed as a free act on behalf of said assignor with authority to do so.

[Signature]
Notary Public



SCHEDULE "A"

Mark/Class	Serial No.	Filing Date	Registration No.	Registration Date
BACKINGBRANDS Class 42	88209419	Nov. 28, 2018		
BACKINGBRANDS Class 35	88209421	Nov. 28, 2018		