

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM550853

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 Longaberger Company		11/12/2019	Corporation: OHIO
RECEIVING PARTY DATA			
Name:	Longaberger Licensing, LLC		
Street Address:	1333 Broadway		
Internal Address:	10th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 58			
Property Type	Number	Word Mark	
Registration Number:	1836823	ALL-AMERICAN COLLECTION	
Registration Number:	2788882	BEE BASKET	
Registration Number:	2089418	BEE	
Registration Number:	2817301	BOARDWALK	
Registration Number:	2247874	BONNIE LONGABERGER	
Registration Number:	2526187	CLASSIC BASKETS	
Registration Number:	2948019	COLLECTORS CLUB	
Registration Number:	2416608	COLLECTORS CLUB	
Registration Number:	2270572	COLLECTORS CLUB	
Registration Number:	2073946	COLLECTORS CLUB	
Registration Number:	1946189		
Registration Number:	1858638	"HANDMADE TO BE HANDED DOWN."	
Registration Number:	2021439	HORIZON OF HOPE	
Registration Number:	1586801	J.W. COLLECTION	
Registration Number:	2711463	LONGABERGER	
Registration Number:	2702643	LONGABERGER	
Registration Number:	2764456	LONGABERGER	
Registration Number:	2719387	LONGABERGER	

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Property Type	Number	Word Mark
Registration Number:	2218078	LONGABERGER
Registration Number:	2218089	LONGABERGER
Registration Number:	2172615	LONGABERGER
Registration Number:	1813749	LONGABERGER
Registration Number:	3049041	LONGABERGER
Registration Number:	2349607	LONGABERGER
Registration Number:	2294739	LONGABERGER AT HOME
Registration Number:	1596466	LONGABERGER BASKETS
Registration Number:	2050552	LONGABERGER EXPRESS
Registration Number:	2410257	LONGABERGER GOLF CLUB
Registration Number:	2537864	LONGABERGER GOLF CLUB
Registration Number:	2590743	LONGABERGER GOLF CLUB
Registration Number:	2345649	LONGABERGER GOLF CLUB
Registration Number:	2627348	LONGABERGER GOLF CLUB
Registration Number:	2590733	LONGABERGER GOLF CLUB
Registration Number:	2198580	LONGABERGER HEARTLAND FOODS
Registration Number:	2362876	LONGABERGER HOMESTEAD
Registration Number:	2349617	LONGABERGER
Registration Number:	2349619	LONGABERGER
Registration Number:	1662516	LONGABERGER POTTERY
Registration Number:	2297505	LONGABERGER POTTERY MADE IN THE U.S.A.
Registration Number:	4022061	LONGABERGER POTTERY VITRIFIED · FREEZER
Registration Number:	3078622	MAY SERIES
Registration Number:	2817040	PROUDLY AMERICAN
Registration Number:	3490563	SOR
Registration Number:	3490557	SO RACHEL
Registration Number:	3490562	SOR SO RACHEL BY LONGABERGER
Registration Number:	2023773	SWEETHEART BASKET
Registration Number:	2224046	THE PLACE
Registration Number:	4168452	TLC THE LONGABERGER COMPANY
Registration Number:	2700359	WISHLIST
Registration Number:	1926875	WOVEN TRADITIONS
Registration Number:	2901495	WOVEN TRADITIONS
Registration Number:	2817089	WOVEN TRADITIONS
Registration Number:	4310482	LONGABERGER FLAMEWARE
Registration Number:	4198996	SISTERS
Registration Number:	4357234	WISHLIST
Registration Number:	4518619	LONGABERGER VITRIFIED POTTERY · FREEZER

Property Type	Number	Word Mark
Registration Number:	1907384	LONGABERGER WOODCRAFTS
Registration Number:	1938746	BEE

CORRESPONDENCE DATA

Fax Number: 2158325767
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.
Phone: 2155695767
Email: perry@blankrome.com
Correspondent Name: David M. Perry
Address Line 1: Blank Rome LLP, One Logan Square
Address Line 2: 8th Floor
Address Line 4: Philadelphia, PENNSYLVANIA 19103

NAME OF SUBMITTER:	David M. Perry
SIGNATURE:	/David M. Perry/
DATE SIGNED:	11/25/2019

Total Attachments: 6
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of this 12th day of NOVEMBER, 2019, by and between The Longaberger Company ("Assignor") and Longaberger Licensing, LLC, a Delaware limited liability company, c/o Hilco Global, LLC, 5 Revere Drive, Suite 206, Northbrook, IL 60062 ("Assignee").

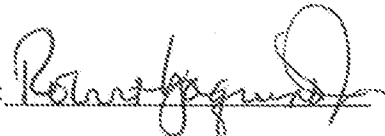
WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in the trademarks, registrations and applications referenced in Schedule 1 (collectively, the "Marks") together with the goodwill and common law rights associated with such Marks.

NOW, THEREFORE, for good and valuable consideration paid by Assignee, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all its right, title and interest in and to the Marks together with the common law rights, the goodwill associated with such Marks, and any business of managing and/or licensing such Marks, and all registrations and trademark and/or service mark applications therefor, in the United States, its territories and possessions and throughout the world as well as renewals and extensions of the registrations under the laws of the United States, and throughout the world, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

Assignor does hereby authorize and require the Commissioner of Patents and Trademarks of the United States of America to record Assignee as owner of the Marks and to issue any and all registrations, including renewals thereof, to Assignee, its successors, assigns, nominees or other legal representatives.

The Longaberger Company (Assignor)

Signed:



Printed: ROBERT YAQUINTO JR.

Title:

Trustee in Bankruptcy for
The Longaberger Company
Bankruptcy Case No. 18-22124

SCHEDULE 1

<u>Owner</u>	<u>Country</u>	<u>Trademark/Classes</u>	<u>Registration No.</u>	<u>Registration Date (incl. 2019 deadlines)</u>
The Longaberger Company	USA	All-American Collection in classes 21 and 24	1836823	May 17, 1994
The Longaberger Company	USA	Bee Basket in class 21	2788882	December 2, 2003
The Longaberger Company	USA	Bee in class 25	2089418	August 19, 1997
The Longaberger Company	USA	Boardwalk in class 21	2817301	February 24, 2004
The Longaberger Company	USA	Bonnie Longaberger in class 21	2247874	May 25, 1999 Final Sect. 8 & 9 deadline November 25, 2019
The Longaberger Company	USA	Classic Baskets in class 21	2526187	January 1, 2002
The Longaberger Company	USA	Collectors Club in class 21	2948019	May 10, 2005
The Longaberger Company	USA	Collectors Club (Stylized) in class 25	2416608	December 26, 2000
The Longaberger Company	USA	Collectors Club (Stylized) in classes 20 and 28	2270572	August 17, 1999
The Longaberger Company	USA	Collectors Club (Stylized) in class 21	2073946	June 24, 1997
The Longaberger Company	USA	Four Petal Design in classes 20 and 21	1946189	January 9, 1996
The Longaberger Company	USA	Handmade to be Handed Down in class 21	1858638	October 18, 1994
The Longaberger Company	USA	Horizon of Hope in class 21	2021439	December 3, 1996

The Longaberger Company	USA	J.W. Collection in class 20	1586801	March 13, 1990
The Longaberger Company	USA	Longaberger in class 18	2711463	April 29, 2003
The Longaberger Company	USA	Longaberger in class 4	2702643	April 1, 2003
The Longaberger Company	USA	Longaberger in class 8	2764456	September 16, 2003
The Longaberger Company	USA	Longaberger in class 9	2719387	May 27, 2003
The Longaberger Company	USA	Longaberger in classes 20, 21, 24, 28, and 35	2218078	January 19, 1999
The Longaberger Company	USA	Longaberger in classes 16 and 25	2218089	January 19, 1999
The Longaberger Company	USA	Longaberger in classes 20 and 21	2172615	July 14, 1998
The Longaberger Company	USA	Longaberger in class 20	1813749	December 28, 1993
The Longaberger Company	USA	Longaberger in classes 35 and 41	3049041	January 24, 2006
The Longaberger Company	USA	Longaberger in classes 6, 9, and 20	2349607	May 16, 2000
The Longaberger Company	USA	Longaberger at Home in class 35	2294739	November 23, 1999 Sect. 8 & 9 due November 23, 2019
The Longaberger Company	USA	Longaberger Baskets in class 20	1596466	May 15, 1990
The Longaberger Company	USA	Longaberger Express in class 9	2050552	April 8, 1997
The Longaberger Company	USA	Longaberger Golf Club in class 41	2410257	December 5, 2000

The Longaberger Company	USA	Longaberger Golf Club in class 21	2537864	February 12, 2002
The Longaberger Company	USA	Longaberger Golf Club & Design in classes 6, 8, and 14	2590743	July 9, 2002
The Longaberger Company	USA	Longaberger Golf Club & Design in class 41	2345649	April 25, 2000
The Longaberger Company	USA	Longaberger Golf Club & Design in classes 16, 18, 21	2627348	October 1, 2002
The Longaberger Company	USA	Longaberger Golf Club & Design in classes 24, 25, 28	2590733	July 9, 2002
The Longaberger Company	USA	Longaberger Heartland Foods in class 29	2198580	October 20, 1998
The Longaberger Company	USA	Longaberger Homestead in classes 35, 41 and 42	2362876	June 27, 2000
The Longaberger Company	USA	Longaberger in class 18	2349617	May 16, 2000
The Longaberger Company	USA	Longaberger in classes 14 and 16	2349619	May 16, 2000
The Longaberger Company	USA	Longaberger Pottery in class 21	1662516	October 29, 1991
The Longaberger Company	USA	Longaberger Pottery Made in the U.S.A & Design in class 21	2297505	December 7, 1999 Section 8 & 9 Deadline: December 7, 2019
The Longaberger Company	USA	Longaberger Pottery Vitrified Freezer Microwave Dishwasher Over Safe & L-Weave Design in class 21	4022061	September 6, 2011
The Longaberger Company	USA	May Series in class 21	3078622	April 11, 2006
The Longaberger Company	USA	Proudly American in classes 21, and 24	2817040	February 24, 2004

The Longaberger Company	USA	So Rachel in classes 3, 4, 14, and 18	3490557	August 19, 2008
The Longaberger Company	USA	SOR & Design in classes 3, 4, 14, 18	3490563	August 19, 2008
The Longaberger Company	USA	SOR So Rachel by Longaberger in classes 14 and 18	3490562	August 19, 2008
The Longaberger Company	USA	Sweetheart Basket in classes 21 and 24	2023773	December 17, 1996
The Longaberger Company	USA	The Place in class 42	2224046	February 16, 1999
The Longaberger Company	USA	TLC The Longaberger Company & Design in classes 4, 6, 11, 21, 29, and 30	4,168,452	July 3, 2012
The Longaberger Company	USA	Wishlist in class 16	2700359	March 25, 2003
The Longaberger Company	USA	Woven Traditions in class 21 for hand-woven baskets and handcrafted pottery, etc.	1926875	October 17, 1995
The Longaberger Company	USA	Woven Traditions in class 21 for Beverage glassware; serving forks, etc.	2901495	November 9, 2004
The Longaberger Company	USA	Woven Traditions in class 8	2817089	February 24, 2004
The Longaberger Company	USA	Longaberger Flameware & Design in class 21	4310482	March 26, 2012
The Longaberger Company	USA	Sisters & Design in classes 9, 16, 18, and 21	4198996	August 28, 2012
The Longaberger Company	USA	Wishlist	4357234	June 25, 2013
The Longaberger Company	USA	Longaberger Vitrified Pottery- Freezer- Microwave- Dishwasher- Oven Safe L & Design in class 21	4518619	April 22, 2014
The Longaberger Company	USA	Longaberger Woodcrafts in class 21	1907384	July 25, 1995

The Longaberger Company	USA	Bee in class 41	1938746	November 28, 1995
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