

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM551865

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rodd & Gunn Australia Pty Ltd.	FORMERLY Rodd & Gunn Australia Limited	11/26/2019	Proprietary Company: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Rodd & Gunn New Zealand Limited		
Street Address:	36 Brandon Street		
Internal Address:	Bayleys Bldg., Level 7		
City:	Wellington		
State/Country:	NEW ZEALAND		
Postal Code:	6140		
Entity Type:	Limited Corporation: NEW ZEALAND		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2406453	RODD & GUNN	
Registration Number:	1725783	RODD & GUNN	
Registration Number:	2747954		
Registration Number:	4295391	RODD & GUNN	
Registration Number:	4679576	RODD & GUNN	
Registration Number:	4934916	RODD & GUNN	
Registration Number:	4934915		
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<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:	2129499022		
Email:	fterranella@lawabel.com		
Correspondent Name:	Julianne Abelman		
Address Line 1:	666 3rd Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			

OP \$190.00 2406453

Name:	Julianne Abelman
Address Line 1:	666 3rd Avenue
Address Line 2:	10th Avenue
Address Line 4:	New York, NEW YORK 10017
NAME OF SUBMITTER:	Frank Terranella
SIGNATURE:	/ft/
DATE SIGNED:	12/04/2019
Total Attachments: 6 source=Rodd & Gunn Australia Pty Ltd to Rodd & Gunn New Zealand Limited#page1.tif source=Rodd & Gunn Australia Pty Ltd to Rodd & Gunn New Zealand Limited#page2.tif source=Rodd & Gunn Australia Pty Ltd to Rodd & Gunn New Zealand Limited#page3.tif source=Rodd & Gunn Australia Pty Ltd to Rodd & Gunn New Zealand Limited#page4.tif source=Rodd & Gunn Australia Pty Ltd to Rodd & Gunn New Zealand Limited#page5.tif source=Rodd & Gunn Australia Pty Ltd to Rodd & Gunn New Zealand Limited#page6.tif	

TRADE MARK ASSIGNMENT

Rodd & Gunn Australia Pty Ltd

Assignor

Rodd & Gunn New Zealand Limited

Assignee

**Australia, Canada, China, European Union, Hong Kong,
Norway, Singapore, South Africa, Switzerland, United
Kingdom and United States
Trade Marks**

ASSIGNMENT OF TRADE MARKS

THIS AGREEMENT is made the *26* day of *November* 2019 ("the effective date")

PARTIES:

1. **Rodd & Gunn Australia Pty Ltd**, a company incorporated in the state of Victoria, Australia (formerly called Rodd & Gunn Australia Limited, a company incorporated in New Zealand) of C/-Quigg Partners, Level 7, 36 Brandon Street, Wellington 6140, New Zealand ("the Assignor")
2. **Rodd & Gunn New Zealand Limited**, a New Zealand company of C/-Quigg Partners, Level 7, 36 Brandon Street, Wellington 6140, New Zealand ("the Assignee")

BACKGROUND:

- A. The Assignor is the owner of the trade marks set out in Schedule 1 ("the Trade Marks");
- B. The Assignor and the Assignee have agreed on the transfer set out below.

THE PARTIES AGREE AS FOLLOWS:

1. The Assignor undertakes that it is the legal and beneficial owner of all right, title and interest in and to the Trade Marks. The Assignor further undertakes that the Trade Marks are free of any charge or encumbrance and clear title can be transferred to Assignee.
2. For good and valuable consideration, receipt of which is acknowledged, the Assignor assigns and transfers to the Assignee on the effective date without reservation and without condition:
 - 2.1 All its rights, interests and ownership in the Trade Marks including any copyright in the Trade Marks and the Trade Mark registrations described in Schedule 1
 - 2.2 The goodwill attaching to and symbolised by the Trade Marks **BUT WITHOUT** any other goodwill whatsoever; and,
 - 2.3 All associated rights of action, powers and benefits arising from ownership of the Trade Marks including, without limitation, the right to sue for damages and other legal and equitable remedies in respect of all causes of action arising before, on or after the date of this agreement.

TRADEMARK


REEL: 006808 FRAME: 0505

GENERAL:

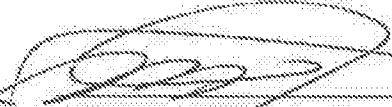
- 1 If requested by the Assignee, the Assignor will, at the Assignee's expense, execute all documents, give such assistance and do all other acts and things as may be necessary or desirable to give effect to the transfer and assignment in this agreement and to enable the Assignee to prosecute, maintain, renew, enforce and defend the Trade Marks.
- 2 This agreement may be signed in any number of counterparts (including facsimile and electronic copies). All counterparts, when taken together, will constitute one and the same agreement. A party may enter into this agreement by signing any counterpart.
- 3 The formation, validity, construction and performance of this agreement will be governed by and construed in accordance with the laws of New Zealand.

IN WITNESS of the agreements set out above:

Signed for Rodd & Gunn Australia Pty Ltd by:



 Signature of Director



 Signature of Director

HOWARD McDONALD
 Name of Director

MICHAEL BEAGLE
 Name of Director

26 November 2019
 Date

26 November 2019
 Date

Signed for Rodd & Gunn New Zealand Limited by:



 Signature of Director



 Signature of Director

HOWARD McDONALD
 Name of Director

MICHAEL BEAGLE
 Name of Director

26 November 2019
 Date

26 November 2019
 Date

SCHEDULE 1

TRADE MARK REGISTRATIONS

Australia

Number	Mark	Class	Application Date
482005	RODD AND GUNN ; RODD & GUNN	25	22/02/1988
482408	DOG device	25	29/02/1988
490622	RODD & GUNN and dog device	42	7/07/1988
526918	RODD & GUNN and dog device	18	11/01/1990
526919	RODD & GUNN and dog device	28	11/01/1990
668814	RODD & GUNN and dog device	32	4/08/1995
668815	RODD & GUNN and dog device	33	4/08/1995
679974	FINEST OUTDOOR HERITAGE and dog device	25	5/12/1995
679975	RODD & GUNN FINEST HERITAGE logo	42	5/12/1995
701638	RODD & GUNN OUTDOOR CLASSICS	25	1/02/1996
719606	MALLARD COLLECTION DUCK logo	25	18/10/1996
1231222	R&G device	25, 35	25/03/2008
1231224	MALLARD DUCK logo	35	25/03/2008
1659639	DOG device	18, 35	20/11/2014
1659640	RODD & GUNN	18, 35	20/11/2014
1675089	TAILORED BY RODD & GUNN	25, 35	17/02/2015
1715197	RODD & GUNN	9	18/08/2015
1715198	DOG device	9	18/08/2015

Canada

Number	Mark	Class	Application Date
0613341	RODD & GUNN and dog device	25, 35	7/07/1988
1636731	DOG device	25, 35	25/07/2013
1636732	RODD & GUNN	25, 35	25/07/2013

China

Number	Mark	Class	Application Date
6084219	DOG device	35	1/06/2007
6084220	DOG device	25	1/06/2007
6084221	RODD & GUNN	35	1/06/2007

Number	Mark	Class	Application Date
6084222	RODD & GUNN	25	1/06/2007
14061857	RODD & GUNN and dog device	25	24/02/2014

European Union

Number	Mark	Class	Application Date
000946889	RODD & GUNN	16, 18, 25	29/09/1998
005934757	DOG device	18, 25, 35	9/05/2007
17895191	RODD & GUNN	35	3/05/2018

Hong Kong

Number	Mark	Class	Application Date
5414/88	RODD & GUNN and dog device	25	2/09/1988
301362384	RODD & GUNN and dog device	35	12/06/2009

Norway

Number	Mark	Class	Application Date
139802	RODD & GUNN and dog device	25	22/08/1988

Singapore

Number	Mark	Class	Application Date
T1311364D	RODD & GUNN and dog device	25, 35	17/07/2013

South Africa

Number	Mark	Class	Application Date
93/12354	RODD & GUNN and dog device	25	27/12/1993

Switzerland

Number	Mark	Class	Application Date
P-397394	RODD & GUNN and dog device	25	8/04/1992

United Kingdom

Number	Mark	Class	Application Date
1350427	RODD & GUNN and dog device	25	6/07/1988
2559430	DOG device	18, 25	15/08/2006

United States

Number	Mark	Class	Application Date
73739401	RODD & GUNN and dog device	25	7/07/1988
75906227	RODD & GUNN and dog device	25	31/07/2009

Number	Mark	Class	Application Date
76183797	DOG device	25	21/12/2000
85664292	RODD & GUNN	25	28/06/2012
86017751	RODD & GUNN	35	23/07/2013
86464493	DOG device	18, 35	25/11/2014
86464526	RODD & GUNN	18	25/11/2014