

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM554629

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sportsfragrance, LLC		11/18/2019	Limited Liability Company: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Business Solutions INTL Ltd		
<b>Street Address:</b>	10 Barley Mow Passage		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	W4 4PH		
<b>Entity Type:</b>	Private Limited Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1604253	HERO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6026314529		
<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>			
<b>Phone:</b>	6026354498		
<b>Email:</b>	lmartin@venjuris.com		
<b>Correspondent Name:</b>	Richard Oney		
<b>Address Line 1:</b>	1938 E. Osborn Road		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85016		
<b>NAME OF SUBMITTER:</b>	Richard E. Oney		
<b>SIGNATURE:</b>	/Richard E. Oney/		
<b>DATE SIGNED:</b>	12/23/2019		
<b>Total Attachments: 1</b>			
source=Executed Trademark Assignment (HERO)#page1.tif			

OP \$40.00 1604253

CONFIRMATORY TRADEMARK ASSIGNMENT

THIS CONFIRMATORY TRADEMARK ASSIGNMENT is made by and between Sportfragrance, LLC, an Arizona limited liability company with an address at 4524 E. Foothill Drive, Paradise Valley, Arizona 85253, USA ("Assignor") and Business Solutions INTL LTD, a U.K. private limited company with an address at 10 Barley Mow Passage, London W4 4PH, United Kingdom (the "Assignee").

WHEREAS, Assignor is the owner of all right, title, and interest in and to the HERO trademark (the "Trademark") in connection with men's cologne and after shave and U.S. Registration No. 1604253 therefor (the "Registration");

WHEREAS, pursuant to that certain Trademark Assignment Agreement of 19 December, 2019 between the parties, Assignee acquired all of Assignor's right, title, and interest in and to the Trademark an Registration and the goodwill associated therewith; and

WHEREAS, Assignor and Assignee desire to memorialize the transfer of the Trademark and the Registration from Assignor to Assignee;

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms its assignment to the Assignee of all right, title, and interest in and to the Trademark and Registration, together with the goodwill of the business symbolized thereby, and with the right to recover for damages and profits and all other remedies for past infringements thereof.

EXECUTED this 19 day of December, 2019.

Sportfragrance, LLC	Business Solutions INTL LTD
Signed: <u>[Signature]</u> 11/18/19	Signed: <u>[Signature]</u>
Name: <u>Richard Abams</u>	Name: <u>GAVIN HYDE-BLAKE</u>
Title: <u>President</u>	Title: <u>DIRECTOR</u>