

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM559518

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BIG DOG LICENSING, LLC		11/19/2019	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	BIG DOG USA, INC.
Street Address:	25 W. Anapamu Street
City:	Santa Barbara
State/Country:	CALIFORNIA
Postal Code:	93101
Entity Type:	Corporation: CALIFORNIA

PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Registration Number:	2348494	BIG DOGS
Registration Number:	2570563	QVF QUALITY VALUE FUN BIG DOGS
Registration Number:	2546520	BIG DOG CLUB
Registration Number:	2551515	BIG DOGS
Registration Number:	2705708	BIG DOGS
Registration Number:	2710307	BIG DOGS
Registration Number:	2740896	BIGDOGS.COM
Registration Number:	1710157	LIFEFORMS
Registration Number:	1798361	BIG DOG SPORTSWEAR
Registration Number:	1818819	
Registration Number:	2837826	POLAR DOGS
Registration Number:	1842765	BIG DOGS
Registration Number:	1980728	RUN WITH THE BIG DOGS
Registration Number:	1988089	
Registration Number:	1938902	
Registration Number:	2037638	
Registration Number:	2044478	
Registration Number:	2048686	IF YOU CAN'T RUN WITH THE BIG DOGS STAY

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2059754	LITTLE BIG DOGS
Registration Number:	1985899	BIG DOG
Registration Number:	1986729	RUN WITH THE BIG DOGS
Registration Number:	1459306	BIG DOGS
Registration Number:	2114455	
Registration Number:	2114456	
Registration Number:	2206261	BIG DOGS
Registration Number:	1490237	
Registration Number:	2295456	BIG DOGS
Registration Number:	4612808	UNDERDOGS

CORRESPONDENCE DATA

Fax Number: 3103944477

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: 3109799190

Email: tmk@cislo.com

Correspondent Name: Daniel M. Cislo, Esq.

Address Line 1: 12100 Wilshire Blvd., Suite 1700

Address Line 4: Los Angeles, CALIFORNIA 90025

NAME OF SUBMITTER:	Daniel M. Cislo, Esq.
SIGNATURE:	/Daniel M. Cislo/
DATE SIGNED:	01/29/2020

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, the undersigned for BIG DOG LICENSING, LLC, a limited liability company of Delaware, having their principal place of business located at 25 W. Anapamu Street, Santa Barbara, CA 93101, (hereinafter ASSIGNOR), has developed a business pertaining to the marks (see attached schedule) (hereinafter the MARKS), which are registrations at the United States Patent and Trademark Office assigned Registration Nos. (see attached);

WHEREAS, BIG DOG USA, INC., a corporation of California, having its principal place of business located at 25 W. Anapamu Street, Santa Barbara, CA 93101 (hereinafter ASSIGNEE), and the successor to the ongoing and existing business of ASSIGNOR, or portion thereof, to which the MARKS pertain, is desirous of acquiring the MARKS, the goodwill symbolized thereby, and the aforementioned trademark registrations therefor; and

WHEREAS, ASSIGNOR is assigning the MARKS and in the aforementioned trademark registrations to which the MARKS pertain, along with the good will thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the MARKS, the assets of the MARKS, the goodwill associated therein and the trademark registrations of the MARKS.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 19th day of November, 2019.

BIG DOG LICENSING, LLC



Signature

Anthony Wall
Name

Vice President
Officer Title

Registration Numbers

2,348,494
2,570,563
2,546,520
2,551,515
2,705,708
2,710,307
2,740,896
1,710,157
1,798,361
1,818,819
2,837,826
1,842,765
1,980,728
1,988,089
1,938,902
2,037,638
2,044,478
2,048,686
2,059,754
1,985,899
1,986,729
1,459,306
2,114,455
2,114,456
2,206,261
1,490,237
2,295,456
4,612,808