TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM562631

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rochester Shoe Tree Co., Inc.		02/18/2020	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Moneysworth & Best U.S.A., Inc.
Street Address:	120 Midair Court
City:	Brampton, Ontario
State/Country:	CANADA
Postal Code:	L6T 5V1
Entity Type:	Corporation: ILLINOIS

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3163313	CEDAR FOREST
Registration Number:	1726881	
Registration Number:	2812959	ONE CEDAR LANE
Registration Number:	1721291	ROCHESTER SHOE TREE COMPANY
Registration Number:	0395646	SHOEKEEPER
Registration Number:	0521120	SHOEKEEPER
Registration Number:	2732662	SYNOVIA

CORRESPONDENCE DATA

Fax Number: 5852322152

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: 585-231-1382
Email: kshimomura@hselaw.com
Correspondent Name: Kimberly I. Shimomura
Address Line 1:   1600 Bausch & Lomb Place
Address Line 4:   Rochester, NEW YORK 14604

NAME OF SUBMITTER:	Jessica C. Mendola
SIGNATURE:	/Jessica C. Mendola/
DATE SIGNED:	02/18/2020

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Total Attachments: 3
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CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Assignment (the "Assignment"),which is effective as of November 18, 2019, is by and betweenRochester Shoe Tree Co., Inc., a corporation formed under the laws of the State of Delaware, with an address of One Cedar Lane, Ashland, New Hampshire 03217 ("Assignor") and Moneysworth & Best U.S.A., Inc., a corporation formed under the laws of the State of Illinois, with an address of 120 Midair Court, Brampton, Ontario, Canada L6T 5V1 ("Assignee"). Assignor and Assignee are referred to collectively as the "Parties" and individually as a "Party".

WHEREAS, the Parties entered into an Asset Purchase Agreement dated October 22, 2019 and a Bill of Sale dated November 18, 2019 (the "BOS"), in which the Assignor assigned certain assets to Assignee, including the trademarks listed in Schedule A for the services listed in Schedule A (the "Marks"), the trademark registrations listed in Schedule A (the "Registrations"), and the goodwill of Assignor's business symbolized thereby(the Marks, the Registrations, and the goodwill are collectively referred to herein as the "Trademarks").

WHEREAS, the Parties desire to confirm the assignment of the Trademarks in this Assignment;

NOW, THEREFORE, in consideration of the premises and agreements contained herein, the receipt and sufficiency of which is hereby acknowledged, the Parties confirm and agree as follows:

1. **Assignment.** As of November 18, 2019 in the BOS, Assignor assigned, transferred, granted, conveyed, and relinquished to Assignee all right, title, and interest in and to the Trademarks, including, but not limited to, the right to sue for and recover damages with respect to past infringements of the Trademarks, as fully and completely as permitted by law, it was the intention of the Parties that Assignee shall have acquired all rights in the Trademarks, leaving Assignor with no rights whatsoever.

IN WITNESS WHEREOF, the Parties hereto have executed this Confirmatory Assignment on the dates listed below.

For Assignor: Rochester Shoe Tree Co., Inc.	For Assignee:Moneysworth & Best U.S.A., Inc.
By: *[signature]*	By: *[signature]*
Printed Name: *Deborah H French*	Printed Name: *Deborah H French*
Position: *President*	Position: *President*
Date: *2/18/2020*	Date: *2/18/2020*

Schedule A

Mark	Services	Country and Registration Number
CEDAR FOREST	Class 20: home and garden products made from cedar wood, namely; cedar coat hangers, cedar hanger rings for clothes, cedar shirt and sweater boxes, cedar tie racks, cedar shoe racks, cedar chests, cedar coat racks, cedar benches, cedar shoe trees, and cedar furniture	United States 3163313
Design	Class 21: shoetrees Class 03: shoe care preparations ; namely, mink oil, leather conditioner and saddle soap	United States 1726881
ONE CEDAR LANE	Class 35: mail order catalog services featuring gift items including sachets, cedar blocks, cedar shapes, pillow sachets, hangars, coat racks, tie racks, sweater racks, drawer liners, shoe racks, shoe care travel kits, shoe trees, boxes, paper clip holders	United States 2812959
ROCHESTER SHOE TREE COMPANY	Class 21: shoetrees Class 03: shoe care products; namely, mink oil, leather conditioner, and saddle soap	United States 1721291
Design	all goods included in Classes 20 and 21	France 1636351
SHOEKEEPER	Class 20: shoe trees	United States 395646
SHOEKEEPER	Class 21: shoe trees	United States 521120
SYNOVIA	Class 26: shoe laces Class 21: shoe shine mitts, shoe horns, shoe brushes, shoe daubers, and shoetrees Class 03: full line of shoe care products, namely, shoe cream, shoe wax, leather protector, shoe polish and applicator sold as a unit, water repellant, scuff remover, shoe cleaner, preparations for the conditioning and cleaning of patent leather, preparations for conditioning and cleaning the edges of shoe soles, suede and new buck shoe care kits containing suede and new buck protector, suede and	United States 2732662

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	new buck cleaner, preparations for the conditioning and cleaning of suede, and suede brush sold as a unit, suede and new buck protector, suede and new buck cleaner, preparations for the conditioning and cleaning of suede, suede brush, leather lotion, oil tanned leather treatment, mink oil, saddle soap, shoe shine travel kits, sneaker shampoo and shoe stretch Class 01: fabric protector	
TRAVEL TREE	Class 21: shoe trees	Canada UCA6591

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