

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM566211

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900535541		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Novel Brands Ltd.		02/16/2019	limited company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Byredo AB		
Street Address:	Box 3065		
City:	Stockholm		
State/Country:	SWEDEN		
Postal Code:	SE-10361		
Entity Type:	Aktiebolag: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4905979	BYPRODUCT	
CORRESPONDENCE DATA			
Fax Number:	3142592020		
<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:	314-259-2000		
Email:	susan.murphy@bcplaw.com		
Correspondent Name:	Mark A. Paskar		
Address Line 1:	Bryan Cave Leighton Paisner LLP		
Address Line 2:	211 North Broadway, Suite 3600		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	1082103.11		
DOMESTIC REPRESENTATIVE			
Name:	Mark A. Paskar		
Address Line 1:	Bryan Cave Leighton Paisner LLP		
Address Line 2:	211 North Broadway, Suite 3600		
Address Line 4:	St. Louis, MISSOURI 63102		
NAME OF SUBMITTER:	Mark A. Paskar		

SIGNATURE:	/Mark A. Paskar/
DATE SIGNED:	03/10/2020
Total Attachments: 1 source=Executed Novel Brands to Byredo#page1.tif	

TRADEMARK AND DOMAIN NAME ASSIGNMENT AGREEMENT

This Trademark and Domain Name Assignment Agreement ("Agreement") is made and entered into as of the 16th day of February, 2019, by and between Novel Brands Ltd., a limited company organized and existing under the laws of the United Kingdom and having a principal place of business located at Concorde House, 18 Margaret Street, Brighton BN2 1TS, United Kingdom ("Assignor"), and Byredo AB, an aktiebolag (ab) organized and existing under the laws of Sweden and having an address at Box 3065, Stockholm SE-10361, Sweden ("Assignee").

WHEREAS, Assignor owns all right, title and interest in, to and under the mark BYPRODUCT®, including any and all goodwill associated therewith, all registrations therefor (including U.S. Trademark Reg. No. 4,905,979), all common law rights therein, and any and all trademark and/or service mark rights related thereto (collectively, the "Mark") along with the domain name <byproductnow.com> (the "Domain Name"); and

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in, to and under the Mark and Domain Name;

NOW, THEREFORE, in consideration of the foregoing recitals and additional consideration paid by Assignee to Assignor in the amount of One Pound Sterling (£1.00), the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, agree as follows:

1. Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all right, title, and interest in, to and under the Mark (including U.S. Trademark Reg. No. 4,905,979) and Domain Name, including any goodwill associated therewith, and in and to any and all causes of action (either in law or in equity), as well as the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present, or future infringement, misappropriation and/or dilution of the Mark and Domain Name.

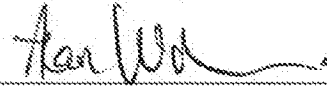
2. Assignor agrees to immediately effectuate the transfer of the registration of the Domain Name, utilizing the New Registrant Information set forth in Exhibit A, attached hereto.

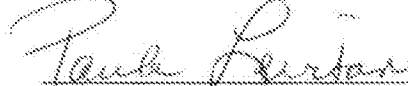
2. Assignor hereby agrees to execute, acknowledge and deliver any and all documents and to take such other and further actions as Assignee, in its reasonable discretion deems desirable or necessary to make a record with any and all government agencies, authorities, courts, tribunals, registrars or third parties, of the fact that Assignee owns all right, title and interest in and to the Mark and Domain Name, and any and all goodwill associated therewith, and that Assignor no longer has any right, title or interest, of any kind or nature, in or to the Mark or Domain Name.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as indicated below.

NOVEL BRANDS LTD.

BYREDO AB

By: 

By: 

Title: Director.....

Title: attorney in fact

Date: 16th February 2019.....

Date: 4 Feb 2020