

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM578671

| | | | |
|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Buccellati, Inc. | | 05/28/2020 | Corporation: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Buccellati Holding Italia SpA | | |
| Street Address: | Via Lodovico Mancini, 1 | | |
| City: | Milano | | |
| State/Country: | ITALY | | |
| Postal Code: | 20129 | | |
| Entity Type: | Corporation: ITALY | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 0946777 | ESTEVAL | |
| Registration Number: | 1728539 | MARIA CRISTINA | |
| Registration Number: | 0838777 | MARIO BUCCELLATI | |
| Registration Number: | 2434634 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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: | 212-813-5900 | | |
| Email: | assignments@fzlj.com | | |
| Correspondent Name: | Lawrence E. Apolzon | | |
| Address Line 1: | Fross Zelnick Lehrman & Zissu, P.C. | | |
| Address Line 2: | 151 West 42nd Street, 17th Floor | | |
| Address Line 4: | New York, NEW YORK 10036 | | |
| ATTORNEY DOCKET NUMBER: | BUCC 2000686 | | |
| NAME OF SUBMITTER: | Justina Chen | | |
| SIGNATURE: | /justinachen/ | | |
| DATE SIGNED: | 05/29/2020 | | |
| Total Attachments: 2 | | | |

CH \$115.00 0946777

source=Assignment Agreement - Buccellati Inc to BHI (F3542333x96B9E)#page1.tif

source=Assignment Agreement - Buccellati Inc to BHI (F3542333x96B9E)#page2.tif

ASSIGNMENT AGREEMENT

BETWEEN

Buccellati, Inc., a corporation organized and existing under the laws of the State of New York, located at Penthouse Suite 2, 1250 Waters Place, Bronx, NY 10461 ("**Assignor**"), and

Buccellati Holding Italia SpA, a corporation organized and existing under the laws of Italy, located at Via Lodovico Mancini, 1, Milano, Italy 20129 ("**Assignee**");

Together, the **Parties**

WHEREAS, the Assignor registered with the U.S. Patent and Trademark Office the trademarks listed in the attached schedule (hereinafter, the "**Trademarks**"), in its own name as the wholly owned subsidiary of the Assignee and Assignee's predecessors.

and WHEREAS the Parties now intend to formalize their original intention, by executing a formal assignment of the Trademarks to the Assignee.

NOW, THEREFORE, Assignor hereby assigns to Assignee all rights, title and interest in and to the Trademarks, together with all claims (if any) arising out of or relating to the use or ownership of the Trademarks, as well as with any possible embedded goodwill of the business symbolized by the Trademarks and the identified registrations therefor.

Buccellati, Inc.


By:  _____

Name: Gianluca Brozzetti

Title: Executive Vice President

Date of Signature: May 28th, 2020

SCHEDULE

| TRADEMARKS | REGISTRATION NO. |
|--|-------------------------|
| ESTEVAL | 946777 |
| MARIA CRISTINA | 1728539 |
| MARIO BUCCELLATI | 838777 |
| Misc. Design  | 2434634 |