

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM583056

<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>
In Private Inc.		06/17/2020	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Target Brands, Inc.		
<b>Street Address:</b>	1000 Nicollet Mall		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55403		
<b>Entity Type:</b>	Corporation: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6075262	SHADE & SHORE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	612-696-7804		
<b>Email:</b>	us.trademarks@target.com		
<b>Correspondent Name:</b>	Renee S. Kraft		
<b>Address Line 1:</b>	1000 Nicollet Mall		
<b>Address Line 2:</b>	TPS-3165		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55403		
<b>NAME OF SUBMITTER:</b>	Renee S. Kraft		
<b>SIGNATURE:</b>	/Renee S. Kraft/		
<b>DATE SIGNED:</b>	06/25/2020		
<b>Total Attachments: 2</b>			
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**TRADEMARK ASSIGNMENT**

THIS ASSIGNMENT is made this 17th day of June, 2020 (the "Effective Date"), by and between In Private Inc., a New York corporation, with its registered principal place of business at 350 Fifth Avenue, New York City, New York 10118 ("Assignor"), and Target Brands, Inc., a Minnesota corporation, with its registered principal place of business at 1000 Nicollet Mall, Minneapolis, Minnesota 55403 ("Assignee").

WHEREAS, Assignor has adopted, used, and is using the trademark set forth on the attached Schedule ("Trademark") for which it owns the registration ("Registration"), the details of which are also set forth in the attached Schedule;

WHEREAS, Assignor does hereby assign to Assignee all right, title and interest in and to the Trademark, together with the goodwill associated with the Trademark;  
and

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

NOW THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor confirms its assignment to Assignee of all rights, title and interest in and to the Trademark and the Registration, together with the goodwill of the business which is symbolized thereby and with the right to recover for damages and profits and all other remedies for past infringements thereof, effective as of the date first listed above.

ASSIGNOR

IN PRIVATE INC.

By: Michael R. Castle

Name: Michael R. Castle

Title: President

ASSIGNEE

TARGET BRANDS, INC.

By: Renee Kraft

Name: Renee S. Kraft

Title: Director Counsel

**SCHEDULE A**

MARK	APPL. NO.	REG. NO.	JURISDICTION	CLASS(ES)
SHADE & SHORE	87/215,173	6,075,262	United States	18