

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM585409

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Life After Denim, Inc.		07/06/2020	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Fairyard Garment Manufacturing Company Limited		
Street Address:	9 Sheung Yuet Road		
Internal Address:	12/F, Tower II, Enterprise Square		
City:	Kowloon Bay		
State/Country:	HONG KONG		
Postal Code:	999077		
Entity Type:	limited company: HONG KONG		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3606501	LIFE AFTER DENIM	
Registration Number:	5198233	LIFE AFTER DENIM LAD	
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:	7146415100		
Email:	trademarks@rutan.com		
Correspondent Name:	Lindsay J. Hulley c/o Rutan & Tucker LLP		
Address Line 1:	611 Anton Boulevard		
Address Line 2:	14th Floor		
Address Line 4:	Costa Mesa, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	028799.0000		
NAME OF SUBMITTER:	Lindsay J. Hulley		
SIGNATURE:	/Lindsay J. Hulley/		
DATE SIGNED:	07/08/2020		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into as of 6th July, 2020 (the "Effective Date") by and between Life After Denim, Inc., a California corporation, with a principal place of business at 5792 West Jefferson Boulevard, Los Angeles, California 90016 ("Assignor"), and Fairyard Garment Manufacturing Company Limited, a Hong Kong limited company, with a principal place of business at 12/F, Tower II, Enterprise Square, 9 Sheung Yuet Road, Kowloon Bay, Hong Kong ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the United States, Canadian, European Union, Hong Kong Special Administration Region and People's Republic of China trademarks and the corresponding trademark registrations on the attached Schedule A, and the goodwill appertaining thereto and incorporated herewith, and all other rights appurtenant, including without limitation common law rights, title and interest (collectively the "Assigned Trademarks");

WHEREAS, it is Assignor's intention to assign and transfer to Assignee all of Assignor's worldwide right, title, and interest in and to the Assigned Trademarks to Assignee;

WHEREAS, it is Assignee's desire to purchase or acquire all of Assignor's right, title and interest in and to the Assigned Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Assigned Trademarks; and

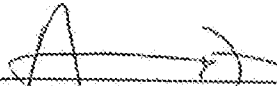
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over to Assignee its entire right, title, and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized in the Assigned Trademarks, and all other corresponding rights that are or may be secured under the laws of the United States, Canada, the European Union and any other foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment

if this Assignment had not been made, together with all income, royalties, damages, or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Assigned Trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Assigned Trademarks and other corresponding rights in the Assignee. Assignor hereby consents to the recordation of this Assignment with the United States Patent and Trademark Office, the Canadian Intellectual Property Office, the European Union Intellectual Property Office, Hong Kong Special Administration Region Intellectual Property Department and People's Republic of China Trademark Office. Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

Assignor:
LIFE AFTER DENIM, INC.



Typed Name: Alexis Frey
Title: Director

Assignee:
**FAIRYARD GARMENT MANUFACTURING
COMPANY LIMITED**

had not been made, together with all income, royalties, damages, or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Assigned Trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

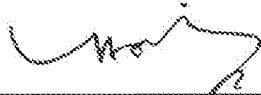
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Assignor:
LIFE AFTER DENIM, INC.

.....
Typed Name: Alexis Frey
Title: Director

Assignee:
**FAIRYARD GARMENT MANUFACTURING
COMPANY LIMITED**


.....
Typed Name: Choi Siu Wai, William
Title: Director

Schedule A

Country	Trademark	Reg. No.	Reg. Date
USA	LIFE AFTER DENIM	3606501	04/14/2009
USA	life after denim LAD	5198233	05/09/2017
Canada	LIFE AFTER DENIM	TMA782109	11/10/2010
Canada	life after denim LAD	TMA986612	12/11/2017
EU	LIFE AFTER DENIM	005667092	12/19/2007
EU	life after denim LAD	015849904	01/18/2017
Hong Kong	LIFE AFTER DENIM	301518174	01/08/2010
Hong Kong	life after denim LAD	303758013	04/26/2016
China	LIFE AFTER DENIM	6273430	04/28/2010
China	life after denim LAD	21422588	11/07/2018

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