

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM588854

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST
RESUBMIT DOCUMENT ID:	900551796

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank Hapoalim B.M.		05/07/2020	Corporation: ISRAEL

RECEIVING PARTY DATA

Name:	HRLY Brand Holdings LLC
Street Address:	240 Madison Avenue
Internal Address:	15th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	3596523	
Registration Number:	3613912	
Registration Number:	2484181	HURLEY
Registration Number:	3755383	H2O
Registration Number:	2406896	
Registration Number:	2363365	SALVATION
Registration Number:	2780274	HURLEY
Registration Number:	4141162	
Registration Number:	2789401	
Registration Number:	2334509	HURLEY
Registration Number:	3596522	HURLEY
Registration Number:	4761631	PHANTOM FREE

CORRESPONDENCE DATA

Fax Number: 5168690991

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: 516-869-6422

Email: legalsiegal@aol.com
Correspondent Name: Laura B. Siegal
Address Line 1: 39 Chestnut Road
Address Line 4: Manhasset, NEW YORK 11030

NAME OF SUBMITTER:	Laura B. Siegal
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SIGNATURE:	/Laura B. Siegal/
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DATE SIGNED:	07/28/2020
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Total Attachments: 3

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NOTICE OF RELEASE OF
SECURITY INTEREST IN TRADEMARKS

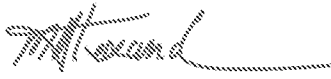
WHEREAS, by an Intellectual Property Security Agreement dated as of December 6, 2019, recorded with the United States Patent and Trademark Office on December 16, 2019 at Reel 6816, Frame 0543, HRLY BRAND HOLDINGS LLC (“Assignor”) assigned to and granted to Bank Hapoalim B.M. (“Assignee”), a security interest in all right, title and interest of Assignor in and to the trademarks and trademark registrations and applications therefore listed on Schedule A hereto (the “Trademarks”);


WHEREAS, Assignee wishes to release the security interest and provide a document suitable for recording in the United States Patent and Trademark office and other applicable filing office(s), domestic and foreign, for purposes of recording the release, relinquishment and discharge of its security interest in the Trademarks;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, Assignee hereby relinquishes, releases and discharges its security interest in the Trademarks.

IN WITNESS WHEREOF, the Assignee has caused this Notice of Release of Security Interest in Trademarks to be duly executed as of May 7, 2020.

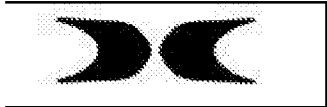
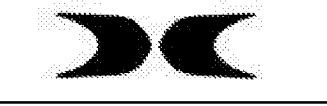
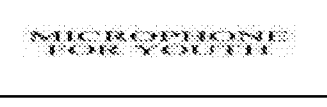
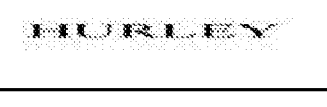


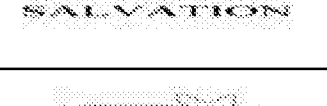

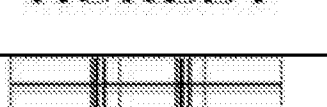

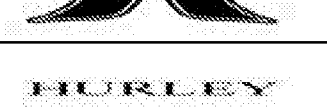
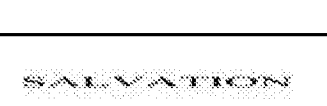
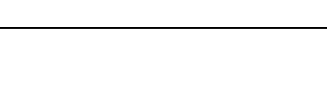
BANK HAPOALIM B.M.





By: 
Name: *Marlene Alexander*
Title: *Row Vice President*

By: 
Name: *Louis Bromberg*
Title: *SVP*

SCHEDULE A TO NOTICE OF RELEASE

U.S. Trademarks

DESCRIPTION OF MARK	MARK	CLASSES	REG. NO.
H Solid		9,35	3,596,523
H Solid		35,41	3,613,912
MICROPHONE FOR YOUTH		25	4,268,496
HURLEY		16	2,484,181
H2O (stylized)		25	3,755,383
H with outline		18,25	2,406,896
SALVATION		25	2,363,365
Rabbit with H Design		25	3,606,398
HURLEY		25	2,780,274
Hurley Plaid Design (black and white)		25	4,141,162
H with outline		25	2,789,401
HURLEY		18,25,28	2,334,509
SALVATION		25	3,699,709

HURLEY		35	3,596,522
FLAMMO		25	4,376,339
Phantom Free		25	4,761,631
SALVATION		35	4,324,706