

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM588876

<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>
Abercrombie & Fitch Trading Co.		07/22/2020	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hearst Communications, Inc.		
<b>Street Address:</b>	300 West 57th Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10019		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4540600	BEACH PLEASE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6466802022		
<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>	2126492022		
<b>Email:</b>	trademarks@hearst.com		
<b>Correspondent Name:</b>	Maureen Sheehan		
<b>Address Line 1:</b>	Hearst Corporation		
<b>Address Line 2:</b>	300 West 57th Street		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	TM195		
<b>NAME OF SUBMITTER:</b>	Rosemary Douglas		
<b>SIGNATURE:</b>	/Rosemary Douglas/		
<b>DATE SIGNED:</b>	07/28/2020		
<b>Total Attachments: 1</b>			
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### QUITCLAIM ASSIGNMENT

This Quitclaim Assignment is made by Abercrombie & Fitch Trading Co. ("Assignor"), a corporation organized under the laws of the State of Ohio, with a place of business at 6301 Fitch Path, New Albany, Ohio 43054 ("Assignor"), to Hearst Communications, Inc. ("Assignee"), a corporation organized under the laws of the State of Delaware, with a place of business at 300 West 57th Street, New York, New York 10019.

WHEREAS, Assignor has adopted, used, and registered the trademark BEACH PLEASE (the "Mark") for "After-sun lotions; Body lotions; Body sprays; Deodorant for personal use; Fragrances; Non-medicated skin care preparation, namely, body mist; Skin lotion" (the "Goods");

WHEREAS, Assignor owns United States Trademark Registration No. 4540600 (the "Registration") for the Mark; and

WHEREAS, Assignee desires to acquire all of Assignor's rights to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark solely in connection with the Goods;

NOW, THEREFORE, in consideration of One Dollar and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto Assignee all of Assignor's rights to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark solely in connection with the Goods, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of Assignee and its successors and assigns, all subject to the terms of the Trademark Purchase Agreement between Assignor and Assignee, executed on July 22, 2020. For the avoidance of doubt, Assignor makes no representations or warranties of any kind whatsoever, expressed or implied, relating to the Mark

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer or representative on the date written below.

ABERCROMBIE & FITCH TRADING CO.

By: DocuSigned by:  
JJ Kramer  
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Name: JJ Kramer

Title: VP & Associate General Counsel

Date: July 22, 2020