

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM595281

<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>
Fashion Footwear Association of New York, Inc.		08/27/2020	Non-Profit Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Fashion Footwear Charitable Foundation of New York, Inc.		
<b>Street Address:</b>	575 Fifth Avenue		
<b>Internal Address:</b>	14th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	Non-Profit Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5195229		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122453009		
<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>	2125416222		
<b>Email:</b>	Trademark@kanekessler.com		
<b>Correspondent Name:</b>	Brendan P. McFeely		
<b>Address Line 1:</b>	666 3rd Avenue		
<b>Address Line 2:</b>	23rd Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	8326-1		
<b>NAME OF SUBMITTER:</b>	Brendan P. McFeely		
<b>SIGNATURE:</b>	/Brendan P. McFeely/		
<b>DATE SIGNED:</b>	09/01/2020		
<b>Total Attachments: 2</b>			
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OP \$40.00 5195229



## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Trademark Assignment") is made and entered into as of August 27, 2020 (the "Effective Date"), by and between Fashion Footwear Association of New York, Inc., a New York domestic not-for-profit Corporation ("Assignor"), and The Fashion Footwear Charitable Foundation of New York, Inc., a New York domestic not-for-profit Corporation ("Assignee").

### RECITALS

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark set forth on Schedule A below and the common law rights related thereto (collectively, the "Trademark"), the goodwill appurtenant to the Trademark, and the registration of and/or application for the Trademark indicated on Schedule A; and

WHEREAS, Assignor desires to assign, and Assignee desires to acquire, all right, title and interest owned by Assignor in and to the Trademark, the registration thereof and/or application therefor, and goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby distributes, sells, transfers, assigns and otherwise conveys unto Assignee, its successors and assigns, all of its right, title and interest in and to the Trademark, including priority filing rights, together with the goodwill connected with the use of and symbolized by the Trademarks and all U.S. application and registration related thereto, and all rights to proceeds of the foregoing, including without limitation any rights of action by Assignor, and the right to take proceedings and to seek and recover damages and all other available remedies against third parties for past, present or future infringement of the Trademark. Assignor also transfers and assigns to Assignee the ongoing and existing businesses associated with the Trademark and the goods and services related thereto.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the Effective Date.

Fashion Footwear Association of New  
York, Inc.

By: 


Name: John Heron  
Title: Executive Director

The Fashion Footwear Charitable  
Foundation Of New York, Inc.

By: 

Name: Ron Fromm  
Title: Board Chair

Schedule A

TRADEMARK	COUNTRY	APPLICATION NO.	REGISTRATION NO.
 FFANY SHOES ON SALE 2016 LOGO	U.S.	87175403	5195229