

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM600234

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900563358		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BUSINESS SOLUTIONS INTL LTD		05/21/2020	Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Burberry Limited		
Street Address:	Horseferry House, Horseferry Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SW1P 2AW		
Entity Type:	Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1604253	HERO	
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:	4048156140		
Email:	miskowitz@ktslaw.com		
Correspondent Name:	Mark Iskowitz, Kilpatrick Townsend		
Address Line 1:	1100 Peachtree Street, NE Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	056770/1211026		
NAME OF SUBMITTER:	Allison Scott Roach		
SIGNATURE:	/Allison Scott Roach/		
DATE SIGNED:	09/29/2020		
Total Attachments: 1			
source=Assignment_HERO_US_21May20#page1.tif			

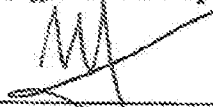
TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective 21 May, 2020, by and between Business Solutions INTL LTD, a UK company with an address at 10 Barley Mow Passage, London W4 4PH, United Kingdom ("Assignor"), and Burberry Limited, a UK company with an address at Horseferry House, Horseferry Road, London SW1P 2AW, United Kingdom ("Assignee").

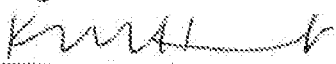
WHEREAS, Assignor and Sportsfragrance, LLC ("Sportsfragrance") entered into a Trademark Assignment Agreement effective December 19, 2019 ("Agreement") whereby Sportsfragrance assigned to Assignor all right, title, and interest in and to the trademark HERO in the United States (the "Trademark"), US Trademark Registration No. 1604253 therefor, all goodwill associated with the Trademark, and the right to sue for past and present infringements of the Trademark;

WHEREAS, Assignee desires to acquire Assignor's rights under the Agreement, including without limitation all right, title, and interest in and to the Trademark, the US registration therefor, and all goodwill associated therewith;

NOW THEREFORE, in light of the foregoing and for good and valuable consideration, the sufficiency of which are hereby acknowledged and accepted, Assignor hereby transfers the Agreement to Assignee, including without limitation, and also further conveying, all right, title, and interest in and to the Trademark, US Trademark Registration No. 1604253 therefor, the goodwill associated therewith, and the right to sue for past and present infringements of the Trademark, *effective nunc pro tunc as of* 21 May, 2020.



Business Solutions INTL LTD



Burberry Limited

Name: GAVIN HYDE-BLAKE

Name: KATIE HUNT

Title: DIRECTOR

Title: DIRECTOR, BRAND PROTECTION