

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM603147

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900569862

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Brooks Brothers Group, Inc.		08/31/2020	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	BB IPCO LLC
Street Address:	1411 Broadway, 21st floor
Internal Address:	Authentic Brands Group, LLC
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 101

Property Type	Number	Word Mark
Serial Number:	88746602	BROOKS
Serial Number:	88742542	BROOKS
Serial Number:	88643092	BROOKSFLEX
Serial Number:	88610062	BLACK FLEECE BY BROOKS BROTHERS
Serial Number:	88339749	BROOKS BROTHERS POLAR SERIES
Serial Number:	88339740	POLAR SERIES
Serial Number:	87603732	BROOKS TO BUSINESS
Serial Number:	87566028	BRAEMAR SCOTLAND EST. 1868
Serial Number:	87566018	BRAEMAR
Serial Number:	87562491	BROOKSTECH
Serial Number:	85294282	BB
Registration Number:	6053946	BROOKSTECH
Registration Number:	5823029	BROOKSCLOUD
Registration Number:	5945119	BROOKSGATE
Registration Number:	5477177	MY BROOKS REWARDS
Registration Number:	5477176	MY BROOKS REWARDS
Registration Number:	6086000	BROOKSCLOUD

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	6085964	GENERATIONS OF STYLE
Registration Number:	6064456	1818 BROOKS BROTHERS RED FLEECE CAFE
Registration Number:	5932344	BROOKS BROTHERS RED FLEECE CAFE
Registration Number:	5381388	RED FLEECE CAFE
Registration Number:	5386978	BROOKSTWEED
Registration Number:	5341026	BROOKS BROTHERS 1818 RED FLEECE
Registration Number:	4641284	BROOKS BROTHERS ESTABLISHED 1818 COLLEGI
Registration Number:	5124632	BROOKS BROTHERS RED FLEECE
Registration Number:	4466615	
Registration Number:	5161322	BROOKS BROTHERS THE ORIGINAL AMERICAN BR
Registration Number:	5100594	RED FLEECE
Registration Number:	5100588	RED FLEECE
Registration Number:	4489767	
Registration Number:	5078203	BROOKS BROTHERS RED FLEECE
Registration Number:	4822503	OWN MAKE
Registration Number:	4142789	BROOKSCOOL
Registration Number:	4122925	BROOKS BROTHERS FLATIRON SHOP
Registration Number:	4012556	BLACK FLEECE BY BROOKS BROTHERS
Registration Number:	4144983	BROOKE
Registration Number:	4556309	BLACK FLEECE
Registration Number:	3403721	BROOKS BROTHERS WOMEN
Registration Number:	3251432	
Registration Number:	3218098	BROOKS BROTHERS FACTORY STORE
Registration Number:	3241682	1818 DENIM
Registration Number:	3299781	1818 FITZGERALD
Registration Number:	3665138	1818 MADISON
Registration Number:	3299780	1818 REGENT
Registration Number:	3317411	BB
Registration Number:	3339315	TENNIS
Registration Number:	3186035	GOLF
Registration Number:	3029206	BROOKS BROTHERS
Registration Number:	3029205	BB
Registration Number:	3250433	BROOKS BROTHERS
Registration Number:	3029064	BROOKS BROTHERS
Registration Number:	2893198	BROOKS BUYS
Registration Number:	2882928	BROOKS BROTHERS COUNTRY CLUB
Registration Number:	3009280	BROOKSSTORM
Registration Number:	2625045	BROOKSBROTHERS.COM

Property Type	Number	Word Mark
Registration Number:	2670657	DIGITAL TAILORING
Registration Number:	2765572	BROOKS BOYS
Registration Number:	3821895	BROOKS BROTHERS BB COUNTRY CLUB
Registration Number:	3818372	BLACK FLEECE
Registration Number:	4289342	BROOKS BROTHERS FLEECE
Registration Number:	4305533	MISS MADISON
Registration Number:	3861885	BROOKSIE
Registration Number:	3909479	MAKERS AND MERCHANTS
Registration Number:	4171950	BROOKS BROTHERS 1818
Registration Number:	4132169	BROOKS BROTHERS COUNTRY CLUB
Registration Number:	3546541	BB
Registration Number:	4042389	BROOKS BROTHERS NEW YORK
Registration Number:	4214156	BROOKS BROTHERS MADISON
Registration Number:	3563255	1818
Registration Number:	4023020	BROOKS BROTHERS
Registration Number:	4026380	
Registration Number:	3499837	
Registration Number:	3499836	GOLDEN FLEECE FOUNDATION
Registration Number:	3517491	GOLDEN FLEECE FOUNDATION
Registration Number:	3521213	
Registration Number:	3241219	
Registration Number:	3285134	BROOKS BROTHERS
Registration Number:	2634532	BROOKS BROTHERS MAKERS
Registration Number:	2694764	ADVANTAGE CHINO
Registration Number:	2735164	346
Registration Number:	2716108	346 BROOKS BROTHERS
Registration Number:	2498978	THE BROOKS CARD
Registration Number:	2498929	BROOKS STRETCH
Registration Number:	2150803	
Registration Number:	1796589	
Registration Number:	1835798	BROOKS BROTHERS
Registration Number:	1796512	
Registration Number:	1835478	BROOKS BROTHERS
Registration Number:	1771690	BROOKS BROTHERS
Registration Number:	1839876	BROOKS BROTHERS
Registration Number:	1949837	
Registration Number:	1908540	GOLDEN FLEECE
Registration Number:	1640545	PEAL & CO.

Property Type	Number	Word Mark
Registration Number:	1533110	PEAL & CO.
Registration Number:	0867673	BROOKS BROTHERS
Registration Number:	0667458	BROOKS BROTHERS
Registration Number:	0509216	BRAEMAR
Registration Number:	0404792	BROOKS BROTHERS ESTABLISHED 1818
Registration Number:	0404625	BROOKS BROTHERS ESTABLISHED 1818
Registration Number:	0404683	BROOKS BROTHERS ESTABLISHED 1818
Registration Number:	0404790	BROOKS BROTHERS ESTABLISHED 1818

CORRESPONDENCE DATA

Fax Number:

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: 646-490-9839
Email: trademark@abg-nyc.com
Correspondent Name: Bridgette Fitzpatrick
Address Line 1: 1411 Broadway, 21st floor
Address Line 2: Authentic Brands Group, LLC
Address Line 4: New York, NEW YORK 10018

NAME OF SUBMITTER:	Bridgette Fitzpatrick
SIGNATURE:	/Bridgette Fitzpatrick/
DATE SIGNED:	10/15/2020

Total Attachments: 10

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Trademark Assignment") is made as of August 31, 2020, by Brooks Brothers Group, Inc. ("Assignor") to BB IP CO LLC ("Assignee"). Capitalized terms not defined herein shall have the meaning ascribed to them in the Purchase Agreement (as defined below).

WHEREAS, pursuant to that certain Asset Purchase Agreement, entered into as of July 23, 2020, by and among Assignor, the Affiliates of Assignor that are signatory thereto (together with Assignor, "Sellers") and Assignee (the "Purchase Agreement"), Assignor agreed to sell, transfer, assign, convey and deliver to Assignee, and Assignee agreed to purchase from Sellers, certain assets related to the Business, including certain intellectual property assets, including the common law and registered rights for the trademarks and service marks listed on Schedule A (the "Assigned Trademarks"); and

WHEREAS, as a condition to Closing the transactions contemplated by the Purchase Agreement, Seller is required to execute and deliver this Trademark Assignment to Assignee, in order to effectuate the assignment of the Assigned Trademarks pursuant to a document suitable for recordation with all applicable governmental authorities and registrars so as to perfect ownership of the Assigned Trademarks.

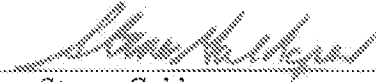
NOW THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, assigns, conveys and delivers to Assignee all of its right, title and interest in and to (a) the Assigned Trademarks, (b) all registrations and applications for registration thereof, (c) all goodwill associated therewith, and (d) the right to sue for infringement and other remedies against infringement of any of the foregoing, and rights to protection of interests in the foregoing under the Laws of all jurisdictions. Assignor authorizes and requests the Commissioner for Patents and Trademarks and any other applicable governmental authority or registrar to record and register Assignee as the owner of the Assigned Trademarks, and to issue any and all Assigned Trademarks to Assignee, as assignee of all of Assignor's right, title and interest in and to the Assigned Trademarks. Without limiting any representations or warranties in the Purchase Agreement, the foregoing assignment is made without representation or warranty of any kind. To the extent there is any conflict between the terms and conditions of this Trademark Assignment and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall control.

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IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized representative.

Dated: August 31 , 2020

Brooks Brothers Group, Inc.

By: 
Name: Steven Goldaper
Title: Chief Financial Officer

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

TRADEMARK
REEL: 007093 FRAME: 0759

Schedule A

Assigned Trademarks

See attached.

Trademark	Country	Application No	Registration No	Int. Classes	Trademark Status
1818	United States of America	77330734	3563255	3, 25	Registered
1818 DENIM	United States of America	78813478	3241682	25	Registered
1818 FITZGERALD	United States of America	78810450	3299781	25	Registered
1818 MADISON	United States of America	78810444	3665138	25	Registered
1818 REGENT	United States of America	78810432	3299780	25	Registered
346	United States of America	76093173	2735164	25	Registered
346 BROOKS BROTHERS	United States of America	76024283	2716108	25	Registered
ADVANTAGE CHINO	United States of America	76249858	2694764	25	Registered
BB COUNTRY CLUB LOGO	United States of America	78665879	3029205	18, 25, 28	Registered
BB COUNTRY CLUB LOGO	United States of America	78794911	3317411	3	Registered
BB COUNTRY CLUB LOGO	United States of America	77461146	3546541	35	Registered
BB Stylized Design	United States of America	85294282		18	Pending
BLACK FLEECE	United States of America	77977280	3818372	35	Registered
BLACK FLEECE	United States of America	85448609	4556309	9, 14	Registered
BLACK FLEECE BY BROOKS BROTHERS	United States of America	85227463	4012556	3	Registered
BLACK FLEECE BY BROOKS BROTHERS	United States of America	88610062		25	Pending
BRAEMAR	United States of America	87566018		25	Pending
BRAEMAR	United States of America	71511813	0509216	25	Registered
BRAEMAR Logo	United States of America	87566028		25	Pending
BROOKE	United States of America	85176491	4144983	28	Registered
BROOKS	United States of America	88742542		9, 14, 16, 18, 20, 21, 24, 35	Pending
BROOKS	United States of America	88746602		28	Pending

BROOKS BOYS	United States of America	78042659	2765572	25	Registered
BROOKS BROTHERS	United States of America	72029152	0667458	25	Registered
BROOKS BROTHERS	United States of America	74279208	1839876	9	Registered
BROOKS BROTHERS	United States of America	74297721	1771690	30	Registered
BROOKS BROTHERS	United States of America	74338598	1835478	21	Registered
BROOKS BROTHERS	United States of America	74347278	1835798	42	Registered
BROOKS BROTHERS	United States of America	78666736	3029206	3, 8, 9, 14, 16, 18, 20, 21, 24, 25, 28, 35	Registered
BROOKS BROTHERS	United States of America	77048808	3285134	16	Registered
BROOKS BROTHERS	United States of America	77315642	4023020	3, 4	Registered
BROOKS BROTHERS (Stylized)	United States of America	72274477	0867673	3	Registered
BROOKS BROTHERS (Stylized)	United States of America	78538053	3029064	25, 35	Registered
BROOKS BROTHERS (Stylized)	United States of America	78538066	3250433	18	Registered
BROOKS BROTHERS 1818	United States of America	77549635	4171950	3	Registered
BROOKS BROTHERS 1818 RED FLEECE (Misc. Design)	United States of America	86302730	5341026	3	Registered
BROOKS BROTHERS BB COUNTRY CLUB Logo	United States of America	77936030	3821895	3, 25, 28	Registered
BROOKS BROTHERS COUNTRY CLUB	United States of America	78135283	2882928	25, 28	Registered
BROOKS BROTHERS COUNTRY CLUB	United States of America	77524904	4132169	3	Registered

BROOKS BROTHERS ESTABLISHED 1818 AND GOLDEN FLEECE LOGO	United States of America	71462298	0404790	16	Registered
BROOKS BROTHERS ESTABLISHED 1818 AND GOLDEN FLEECE LOGO	United States of America	71462299	0404683	18	Registered
BROOKS BROTHERS ESTABLISHED 1818 AND GOLDEN FLEECE LOGO	United States of America	71462303	0404625	18	Registered
BROOKS BROTHERS ESTABLISHED 1818 AND GOLDEN FLEECE LOGO	United States of America	71462304	0404792	24	Registered
BROOKS BROTHERS ESTABLISHED 1818 COLLEGIATE COLLECTION (Misc. Design)	United States of America	86264393	4641284	25	Registered
BROOKS BROTHERS FACTORY STORE	United States of America	78914606	3218098	35	Registered
BROOKS BROTHERS FLATIRON SHOP	United States of America	85247752	4122925	35	Registered
BROOKS BROTHERS FLEECE	United States of America	77907226	4289342	25, 35	Registered
BROOKS BROTHERS MADISON	United States of America	77348241	4214156	3	Registered
BROOKS BROTHERS MAKERS	United States of America	76249859	2634532	25	Registered
BROOKS BROTHERS NEW YORK	United States of America	77443939	4042389	3	Registered

BROOKS BROTHERS POLAR SERIES	United States of America	88339749		25	Pending
BROOKS BROTHERS RED FLEECE	United States of America	85859593	5078203	3, 14, 18, 25	Registered
BROOKS BROTHERS RED FLEECE	United States of America	86121225	5124632	35	Registered
BROOKS BROTHERS RED FLEECE CAFE	United States of America	87138682	5932344	21, 35, 43	Registered
BROOKS BROTHERS RED FLEECE CAFE Logo	United States of America	87138707	6064456	43	Registered
BROOKS BROTHERS THE ORIGINAL AMERICAN BRAND	United States of America	85949984	5161322	35	Registered
BROOKS BROTHERS WOMEN	United States of America	78979708	3403721	35	Registered
BROOKS BUYS	United States of America	78229743	2893198	35	Registered
BROOKS STRETCH	United States of America	75806140	2498929	25	Registered
BROOKS TO BUSINESS	United States of America	87603732		42	Pending
BROOKSBROTHERS.COM	United States of America	78053282	2625045	35	Registered
BROOKSCLOUD	United States of America	87248732	6086000	25	Registered
BROOKSCLOUD	United States of America	87981119	5823029	25	Registered
BROOKSCOOL	United States of America	85463944	4142789	25	Registered
BROOKSFLEX	United States of America	88643092		25	Pending
BROOKSGATE	United States of America	87960962	5945119	25	Registered
BROOKSIE	United States of America	77807759	3861885	28	Registered
BROOKSSTORM	United States of America	78060954	3009280	25	Registered
BROOKSTECH	United States of America	87562491		25	Pending
BROOKSTECH	United States of America	87982941	6053946	25	Registered

BROOKSTWEED	United States of America	86460507	5386978	25	Registered
DIGITAL TAILORING	United States of America	78043424	2670657	40	Registered
GENERATIONS OF STYLE	United States of America	87155934	6085964	35	Registered
GOLDEN FLEECE	United States of America	74143792	1908540	25	Registered
Golden Fleece Design	United States of America	75270404	2150803	16	Registered
Golden Fleece Design	United States of America	78924774	3251432	3, 8, 9, 14, 16, 18, 25, 35	Registered
Golden Fleece Design	United States of America	77048837	3241219	16	Registered
Golden Fleece Design	United States of America	77315635	4026380	3	Registered
Golden Fleece Design	United States of America	86035384	4466615	41	Registered
GOLDEN FLEECE FOUNDATION	United States of America	77212920	3517491	35, 36	Registered
GOLDEN FLEECE FOUNDATION and Design	United States of America	77212950	3499836	35, 36	Registered
GOLDEN FLEECE LOGO - Thom Brown Collection	United States of America	77049084	3521213	25	Registered
GOLDEN FLEECE LOGO in a Heart Design	United States of America	77212956	3499837	35, 36	Registered
GOLDEN FLEECE Logo in black	United States of America	74149458	1949837	25	Registered
GOLF	United States of America	78666824	3186035	25	Registered
HANGING LAMB DESIGN	United States of America	74345275	1796512	36	Registered
HANGING LAMB DESIGN	United States of America	74347279	1796589	42	Registered
MAKERS AND MERCHANTS	United States of America	77798493	3909479	25	Registered
MISS MADISON	United States of America	77887348	4305533	3	Registered
MY BROOKS REWARDS	United States of America	87545715	5477176	35	Registered
MY BROOKS REWARDS (STYLIZED) & DESIGN	United States of America	87545720	5477177	35	Registered

OWN MAKE	United States of America	85858679	4822503	25	Registered
PEAL & CO.	United States of America	73683919	1533110	18	Registered
PEAL & CO.	United States of America	73707287	1640545	25	Registered
Pleat Design	United States of America	85873581	4489767	25	Registered
POLAR SERIES	United States of America	88339740		25	Pending
RED FLEECE	United States of America	85877517	5100588	3	Registered
RED FLEECE	United States of America	85884732	5100594	35	Registered
RED FLEECE CAFE	United States of America	87010868	5381388	35, 43	Registered
TENNIS	United States of America	78671577	3339315	25	Registered
THE BROOKS CARD	United States of America	75843184	2498978	36	Registered