

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM607694

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fashion Footwear Association of New York, Inc.		10/06/2020	Non-Profit Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Footwear Distributors & Retailers of America, Inc.		
Street Address:	1319 F St. NW, Suite 700		
City:	Washington		
State/Country:	D.C.		
Postal Code:	20004		
Entity Type:	Non-Stock Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5623219	THE REVEAL	
Registration Number:	4885072	FFANY365	
Registration Number:	3271675	FFANY SHOES ON SALE	
Registration Number:	2339382	NEW YORK SHOE EXPO	
Registration Number:	2043816	FFANY	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	2125416222		
Email:	Trademark@kanekessler.com		
Correspondent Name:	Brendan P. McFeely		
Address Line 1:	666 3rd Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	3040-6		
NAME OF SUBMITTER:	Brendan P. McFeely		
SIGNATURE:	/Brendan P. McFeely/		
DATE SIGNED:	11/09/2020		

OP \$140.00 5623219

Total Attachments: 2

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source=Assignment FFANY AND FDRA against 5 tms in the USA executed#page2.tif

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Trademark Assignment") is made and entered into as of October 6, 2020 (the "Effective Date"), by and between Fashion Footwear Association of New York, Inc., a New York domestic not-for-profit corporation ("FFANY") ("Assignor"), and Footwear Distributors & Retailers of America, Inc., a Delaware non-stock corporation ("FDRA") ("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 "Trademarks"), the goodwill appurtenant to the Trademarks, and the registration of and/or application for the Trademarks indicated on Schedule A; and

WHEREAS, pursuant to that certain Asset Transfer Agreement entered into between Assignor and Assignee of even date hereof, Assignor desires to assign, and Assignee desires to acquire, all right, title and interest owned by Assignor in and to the Trademarks, 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 Trademarks, 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 Trademarks. Assignor also transfers and assigns to Assignee the ongoing and existing businesses associated with the Trademarks 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

Footwear Distributors & Retailers of
America, Inc.

By: 
Name: Matt Priest
Title: President ^d CEO

Schedule A

TRADEMARK	COUNTRY	APPLICATION NO.	REGISTRATION NO.
THE REVEAL	U.S.	87177385	5623219
FFANY365	U.S.	86627019	4885072
FFANY SHOES ON SALE	U.S.	78710063	3271675
NEW YORK SHOE EXPO	U.S.	75587044	2339382
FFANY	U.S.	75108082	2043816


11/9/20