

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM608198

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Merman Limited		03/06/2019	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Mermade London Limited		
Street Address:	37 Warren Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1T 6AD		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87865832	MERMADE	
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:	8883150732		
Email:	officeactions@norvellip.com		
Correspondent Name:	Michael K. Johnson		
Address Line 1:	PO Box 2461		
Address Line 4:	Chicago, ILLINOIS 60690		
ATTORNEY DOCKET NUMBER:	13641-5		
DOMESTIC REPRESENTATIVE			
Name:	Joseph T. Kucala, Jr.		
Address Line 1:	PO Box 2461		
Address Line 2:	Norvell IP llc		
Address Line 4:	Chicago, ILLINOIS 60690		
NAME OF SUBMITTER:	Michael K. Johnson		
SIGNATURE:	/Michael K. Johnson/		
DATE SIGNED:	11/11/2020		

OP \$40.00 87865832

Total Attachments: 2

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TRADE MARK ASSIGNMENT

THIS ASSIGNMENT is made on 6th March 2019 **BETWEEN**

MERMAN LIMITED, a UK Private Limited Company No. 05343346 incorporated under the laws of England and Wales, where the registered office is at 37 Warren Street, London, United Kingdom, W1T 6AD ("the Assignor" which expression shall include its successors and assigns)

AND

MERMADE LONDON LIMITED, a UK Private Limited Company No. 11475409 incorporated under the laws of England and Wales, where the registered office is at 37 Warren Street, London, United Kingdom, W1T 6AD ("the Assignee" which expression shall include its successors and assigns)

RECITALS :

- (A) The Assignor has agreed to assign all its right, title, interest and property in the Trade Marks identified in The Schedule hereto, together with all ancillary rights relating thereto, to the Assignee upon the following terms

OPERATIVE PROVISIONS :

1. In consideration of the sum of £1.00 (one pound) paid by the Assignee to the Assignor (the receipt and sufficiency of which is hereby acknowledged) the Assignor hereby assigns with full title guarantee unto the Assignee all rights, title, interest and property in the Trade Marks, the full and exclusive benefit thereof, all common law rights connected with the Trade Marks and any copyright rights which may subsist in the Trade Marks and all rights, privileges and advantages appertaining thereto, together with the right to recover and to bring proceedings to recover damages and/or to obtain other remedies in respect of infringement relating to the Trade Marks whether committed before or after the date of this assignment, to the intent that the Trade Marks shall be in the name of and shall vest in the Assignee together with the goodwill of the Assignor in the goods, services and business connected with the Trade Marks to hold the same unto the Assignee absolutely.
2. At the request and cost of the Assignee, the Assignor will execute and sign all such instruments, applications, deeds, documents and do all such acts and things as may be reasonably required by the Assignee to enable the Assignee or its nominee to: (a) enjoy the full and exclusive benefit of the Trade Marks and of the property rights hereby assigned, (b) fully and effectively vest the same in the Assignee and (c) formally register the Assignee's title in the same at the relevant Offices.
3. The Assignor hereby covenants and undertakes that the Assignor has not done or omitted to do and will not do or omit to do any act, matter or thing whereby the Trade Marks may be invalidated.

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4. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto, their respective successors and assigns as well as any subsidiary companies of the parties hereto.
5. The parties will co-operate and consult with one another in good faith, if necessary in the future to carry out the intent of this agreement.
6. This agreement shall be governed by and construed in accordance with the laws of England & Wales and the parties for this purpose hereby submit to the exclusive jurisdiction of the Courts of England & Wales.

IN WITNESS whereof the parties have executed this document on the first date below written.

THE SCHEDULE


TRADE MARK	NUMBER	CLASSES	COUNTRY
MERMADE	017882634	9, 35, 41	EUTM
MERMADE	87865832	9, 35, 41	United States of America

SIGNED, for and on behalf of
("the Assignor")


.....
(Signature)

NAME: Jeremy Rainbird
POSITION: Director
Date: 03/06/19

SIGNED, for and on behalf of
("the Assignee")


.....
(Signature)

NAME: JOSHUA BUCKINGHAM
POSITION: MD
Date: 06/03/2019

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