

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM609419

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arcadia Group Brands Limited		08/30/2014	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Dorothy Perkins Trading Limited		
Street Address:	70 Berners Street		
Internal Address:	Colegrave House		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1T 3NL		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77051414	DOROTHY PERKINS	
Serial Number:	86134502	DOROTHY PERKINS	
CORRESPONDENCE DATA			
Fax Number:	2122925391		
<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:	2122925390		
Email:	mail@ipcounselors.com		
Correspondent Name:	EPSTEIN DRANGEL LLP		
Address Line 1:	60 EAST 42ND STREET		
Address Line 2:	SUITE 2520		
Address Line 4:	NEW YORK, NEW YORK 10165		
DOMESTIC REPRESENTATIVE			
Name:	EPSTEIN DRANGEL LLP		
Address Line 1:	60 EAST 42ND STREET		
Address Line 2:	SUITE 2520		
Address Line 4:	NEW YORK, NEW YORK 10165		
NAME OF SUBMITTER:	WILLIAM C. WRIGHT		

OP \$65.00 77051414

SIGNATURE:	/WILLIAM C. WRIGHT/
DATE SIGNED:	11/18/2020
Total Attachments: 9 source=A18646271 v0 0 14_TM DP#page1.tif source=A18646271 v0 0 14_TM DP#page2.tif source=A18646271 v0 0 14_TM DP#page3.tif source=A18646271 v0 0 14_TM DP#page4.tif source=A18646271 v0 0 14_TM DP#page5.tif source=A18646271 v0 0 14_TM DP#page6.tif source=A18646271 v0 0 14_TM DP#page7.tif source=A18646271 v0 0 14_TM DP#page8.tif source=A18646271 v0 0 14_TM DP#page9.tif	

EXECUTION VERSION

Dated 30 AUGUST 2014

ARCADIA GROUP BRANDS LIMITED
and
DOROTHY PERKINS TRADING LIMITED

Deed of Assignment – Trade Marks

Linklaters

Linklaters LLP
One Silk Street
London EC2Y 8HQ

Telephone (+44) 20 7456 2000
Facsimile (+44) 20 7456 2222

Ref L-224613

A18631627/0.4

TRADEMARK
REEL: 007109 FRAME: 0195

THIS DEED is dated 30 AUGUST 2014 and is made BETWEEN:

- (1) **Arcadia Group Brands Limited**, a company incorporated in England and Wales with company number 01016191 whose registered office is at Colegrave House, 70 Berners Street, London, W1T 3NL (the "**Assignor**"); and
- (2) **Dorothy Perkins Trading Limited**, a company incorporated in England and Wales with company number 08907197 whose registered office is at Colegrave House, 70 Berners Street, London, W1T 3NL (the "**Assignee**").

WHEREAS

- (A) The Assignor and the Assignee entered into a business sale agreement dated 30 August 2014 under the terms of which the Assignor agreed to sell to the Assignee, and the Assignee agreed to purchase, the Dorothy Perkins business as carried on by the Assignor (the "**Business Sale Agreement**").
- (B) The Assignor is the proprietor of the Trade Marks (as defined below).
- (C) The Assignor and the Assignee have agreed to enter into this Deed to give effect to the transfer and assignment of the Trade Marks in accordance with the Business Sale Agreement.

THIS DEED WITNESSES as follows:

1 Interpretation

In this Deed, unless the context otherwise requires, the provisions in this Clause 1 apply.

1.1 Definitions

"**Business**" has the meaning given to it in the Business Sale Agreement; and

"**Trade Marks**" means all the registered trade marks and trade mark applications listed in the schedule to this Deed and any other trade marks and trade mark applications owned by the Assignor and used or held for use exclusively in relation to the Business.

- 1.2** The headings to the clauses are for convenience only and have no legal effect.

2 Assignment

- 2.1** Pursuant to the Business Sale Agreement, the Assignor hereby assigns to the Assignee, and shall procure that Dorsub (DPR) Limited shall in respect of any Trade Marks registered in the name of either Dorsub (DPR) Limited or Dorothy Perkins Retail Limited (now named Dorsub (DPR) Limited) assign to the Assignee as soon as practicable after the date of this Deed, such right, title and interest as it holds in the Trade Marks (including, for the avoidance of doubt, in the case of the Assignor any beneficial interests that it holds in any registered trade marks or trade mark applications that are not registered in the name of the Assignor but are used exclusively by the Assignor in relation to the Business), and any unregistered

rights in marks the subject of the Trade Marks (including the goodwill attaching to and symbolised by such marks the subject of the Trade Marks, but no other or greater goodwill), including:

- 2.1.1 the entitlement to any registrations granted pursuant to any of the applications comprised in the Trade Marks; and
- 2.1.2 the right to bring or defend proceedings and obtain relief (and to retain any damages recovered) in respect of any infringement or other cause of action arising from the ownership of any of the Trade Marks, whether occurring before, on or after the date of this Deed.

3 Further Assurance

The Assignor shall, and shall procure that Dorsub (DPR) Limited shall in respect of any Trade Marks registered in the name of either Dorsub (DPR) Limited or Dorothy Perkins Retail Limited (now named Dorsub (DPR) Limited), at the request and expense of the Assignee, sign any documents and do all other things which may reasonably be necessary for giving the Assignee the full benefit of all the provisions of this Deed, including entering into any separate assignments necessary for effecting the assignment of the Trade Marks in jurisdictions (if any) where this Deed is not effective in assigning the Trade Marks and registering the transfer of ownership of the Trade Marks with any relevant national or supra-national trade mark registry, office or other authority as soon as practicable after the date of this Deed.

4 Representations and warranties

The Assignor does not make, nor shall it be deemed to have made to the Assignee, any express or implied representation or warranty with respect to any of the Trade Marks.

5 Counterparts

This Deed may be entered into in any number of counterparts, all of which taken together shall constitute one and the same instrument. The parties may enter into this Deed by signing any such counterpart.

6 Law and Jurisdiction

- 6.1 This Deed and any non-contractual obligations arising out of it shall be governed by and construed in accordance with English law.
- 6.2 Each of the parties irrevocably agrees that the courts of England are to have exclusive jurisdiction to settle any dispute, whether contractual or non-contractual, which may arise out of or in connection with this Deed and that accordingly any proceedings arising out of or in connection with this Deed shall be brought only in such courts. Each of the parties irrevocably submits and agrees to submit to the jurisdiction of such courts and waives (and agrees not to raise) any objection to

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proceedings in any such court on the ground of venue or on the ground that proceedings have been brought in an inconvenient forum or on any other ground.

Schedule – Trade Marks

No.	Trade Mark	Classes	Country	Applicant/Proprietor	Application No.	Registration No.	Status
1.	DOROTHY PERKINS	25	Argentina	Arcadia Group Brands Limited	2914640	2375152	register ed
2.	DOROTHY PERKINS	25	Australia	Arcadia Group Brands Limited	1044015	1044015	register ed
3.	DOROTHY PERKINS	25	Bahrain	Arcadia Group Brands Limited	2026/96	21361	register ed
4.	DOROTHY PERKINS	23, 25	Benelux	Arcadia Group Brands Limited	516451	17869	register ed
5.	DOROTHY PERKINS	25	Bosnia & Herzegovina	Arcadia Group Brands Limited	BAZ058880A	BAZ058880	register ed
6.	DOROTHY PERKINS	25	Brazil	Arcadia Group Brands Limited	828926549	828926549	register ed
7.	DOROTHY PERKINS	25	Canada	Arcadia Group Brands Limited	1327571	TMA740162	register ed
8.	DOROTHY PERKINS	14, 18, 35	Canada	Arcadia Group Brands Limited	1633387		pendin g
9.	DOROTHY PERKINS	25	China	Arcadia Group Brands Limited	1373471	1373471	register ed
10.	DOROTHY PERKINS	25	Croatia	Arcadia Group Brands Limited	Z971437A	Z971437	register ed
11.	DOROTHY PERKINS	25	Cyprus	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	48041	48041	register ed
12.	DOROTHY PERKINS	25	Czech Republic	Dorsub (DPR) Limited	123067	213436	register ed
13.	DOROTHY PERKINS	25	Egypt	Arcadia Group Brands Limited	103535	103535	register ed
14.	DOROTHY PERKINS	25	Estonia	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	8702134	28125	register ed
15.	DOROTHY PERKINS	14, 18, 25	European Community	Arcadia Group Brands Limited	67470	67470	register ed
16.	DOROTHY PERKINS	35, 38, 42	European Community	Arcadia Group Brands Limited	1691328	1691328	register ed
17.	DOROTHY PERKINS	25	Guernsey	Arcadia Group Brands Limited	GGGT4428	GGGT4428	register ed
18.	DOROTHY PERKINS	25	Hong Kong	Arcadia Group Brands Limited	199804578	199804578	register ed
19.	DOROTHY PERKINS	25	Hungary	Arcadia Group Brands Limited	M8702118	150791	register ed
20.	DOROTHY PERKINS	25	Iceland	Arcadia Group Brands Limited	775	1611	register ed
21.	DOROTHY PERKINS	35	India	Arcadia Group Brands Limited	1598332	1598332	register ed
22.	DOROTHY PERKINS	25	India	Arcadia Group Brands Limited	1500789	1500789	register ed
23.	DOROTHY PERKINS	18	Indonesia	Arcadia Group Brands Limited	D002012040403		pendin g
24.	DOROTHY PERKINS	25	Indonesia	Arcadia Group Brands Limited	D002012040400		pendin g

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No.	Trade Mark	Classes	Country	Applicant/Proprietor	Application No.	Registration No.	Status
25.	DOROTHY PERKINS	35	Indonesia	Arcadia Group Brands Limited	J00 2012 039594		pending
26.	DOROTHY PERKINS	25	Indonesia	Dorsub (DPR) Limited	D08 48	431558	registered
27.	DOROTHY PERKINS	14	Indonesia	Arcadia Group Brands Limited	D00 2012 039600		pending
28.	DOROTHY PERKINS	14, 18, 25, 35	International Protocol (Madrid) designating Albania, Armenia, Azerbaijan, Bahrain, Georgia, Croatia, Israel, Iceland, Mexico, Russian Federation, Singapore, Turkey	Arcadia Group Brands Limited	1132982	1132982	registered
29.	DOROTHY PERKINS	25	Ireland	Arcadia Group Brands Limited	148188	148188	registered
30.	DOROTHY PERKINS	25	Israel	Arcadia Group Brands Limited	195006	195006	registered
31.	DOROTHY PERKINS	25	Japan	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	H09-140768	4255470	registered
32.	DOROTHY PERKINS	25	Jersey	Arcadia Group Brands Limited	7881	7881	registered
33.	DOROTHY PERKINS	25	Jordan	Arcadia Group Brands Limited	43402	43402	registered
34.	DOROTHY PERKINS	14, 18, 25, 35	Kazakhstan	Arcadia Group Brands Limited	52761	38529	registered
35.	DOROTHY PERKINS	18, 25	Korea, Republic of	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	40-1997-0031554	4004263140000	registered
36.	DOROTHY PERKINS	25	Kuwait	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	36216	31857	registered
37.	DOROTHY PERKINS	35	Kuwait	Arcadia Group Brands Limited	140920	114029	registered
38.	DOROTHY PERKINS	25	Lebanon	Dorsub (DPR) Limited	72259	143127	registered
39.	DOROTHY PERKINS	25	Macedonia, The Former Yugoslav Republic of	Arcadia Group Brands Limited	Z-816/98	8835	registered
40.	DOROTHY PERKINS	14	Malaysia	Arcadia Group Brands Limited	2012001728	2012001728	registered
41.	DOROTHY PERKINS	18	Malaysia	Arcadia Group Brands Limited	2012001729	2012001729	registered
42.	DOROTHY PERKINS	25	Malaysia	Dorsub (DPR) Limited	96012452	96012452	registered
43.	DOROTHY PERKINS	35	Malaysia	Arcadia Group Brands Limited	2012001802	2012001802	registered
44.	DOROTHY PERKINS	25	Malta	Arcadia Group Brands Limited	21187	21187	registered
45.	DOROTHY PERKINS	25	Morocco	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	61058	61058	registered

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No.	Trade Mark	Classes	Country	Applicant/Proprietor	Application No.	Registration No.	Status
46.	DOROTHY PERKINS	25	New Zealand	Arcadia Group Brands Limited	302188	302188	register ed
47.	DOROTHY PERKINS and device	25	Norway	Arcadia Group Brands Limited	102444	81323	register ed
48.	DOROTHY PERKINS	14, 18, 25, 35	Panama	Arcadia Group Brands Limited	229642		pendin g
49.	DOROTHY PERKINS	25	Peru	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	375375-2008	47604	register ed
50.	DOROTHY PERKINS	14, 18, 25, 35	Philippines	Arcadia Group Brands Limited	4-2014-802957		pendin g
51.	DOROTHY PERKINS	25	Portugal	Arcadia Group Brands Limited	262991	262991	register ed
52.	DOROTHY PERKINS	25	Qatar	Arcadia Group Brands Limited	42533	42533	register ed
53.	DOROTHY PERKINS	35	Qatar	Arcadia Group Brands Limited	83283		pendin g
54.	DOROTHY PERKINS	25	Russian Federation	Arcadia Group Brands Limited	96705951	155275	register ed
55.	DOROTHY PERKINS	18	Saudi Arabia	Arcadia Group Brands Limited	183334		pendin g
56.	DOROTHY PERKINS	25	Saudi Arabia	Arcadia Group Brands Limited	99178434	519/45	register ed
57.	DOROTHY PERKINS	35	Saudi Arabia	Arcadia Group Brands Limited	183335		pendin g
58.	DOROTHY PERKINS	25	Singapore	Arcadia Group Brands Limited	T9001908H	T9001908H	register ed
59.	DOROTHY PERKINS	25	South Africa	Arcadia Group Brands Limited	2006/26292	2006/26282	register ed
60.	DOROTHY PERKINS	25	Switzerland	Arcadia Group Brands Limited	1785/1989	P374196	register ed
61.	DOROTHY PERKINS	25	Taiwan	Arcadia Group Brands Limited	86025808	805065	register ed
62.	DOROTHY PERKINS	25	Thailand	Arcadia Group Brands Limited	838064	TM363128	register ed
63.	DOROTHY PERKINS	35	Thailand	Arcadia Group Brands Limited	838063	SM59171	register ed
64.	DOROTHY PERKINS	25	Tunisia	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	EE.96.1370	TN/E/1996/1370	register ed
65.	DOROTHY PERKINS	14, 18, 35	Turkey	Arcadia Group Brands Limited	2011/113767	2011/113767	register ed
66.	DOROTHY PERKINS	25	Turkey	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)	96/015751	178176	register ed
67.	DOROTHY PERKINS	25	Ukraine	Arcadia Group Brands Limited	m200605357	82881	register ed
68.	DOROTHY PERKINS	25	United Arab Emirates	Arcadia Group Brands Limited	87081	95125	register ed
69.	DOROTHY PERKINS	35	United Arab Emirates	Arcadia Group Brands Limited	194331		pendin g


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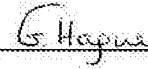
No.	Trade Mark	Classes	Country	Applicant/Proprietor	Application No.	Registration No.	Status
70.	DOROTHY PERKINS	09, 14, 18, 25, 35	United Kingdom	Arcadia Group Brands Limited	2557384	2557384	registered
71.	DOROTHY PERKINS	09, 14, 18, 25, 26	United Kingdom	Arcadia Group Brands Limited	1522355	1522355	registered
72.	DOROTHY PERKINS	03, 36	United Kingdom	Arcadia Group Brands Limited	2028036	2028036	registered
73.	DOROTHY PERKINS	09, 16, 31, 36, 39, 43	United Kingdom	Arcadia Group Brands Limited	2328402	2328402	registered
74.	DOROTHY PERKINS	25	United Kingdom	Arcadia Group Brands Limited	944980	944980	registered
75.	DOROTHY PERKINS	25	United Kingdom	Arcadia Group Brands Limited	605318	605318	registered
76.	DOROTHY PERKINS DIRECT	16, 25	United Kingdom	Arcadia Group Brands Limited	2139838	2139838	registered
77.	DOROTHY PERKINS	25	United States	Arcadia Group Brands Limited	77051414	3315741	registered
78.	DOROTHY PERKINS	14, 18, 35	United States	Arcadia Group Brands Limited	88/134502		pending
79.	DOROTHY PERKINS	14, 18, 25, 35	Vietnam	Arcadia Group Brands Limited	4-2013-30071		pending
80.	BEACHWEAR BAY	25	United Kingdom	Arcadia Group Brands Limited			registered
81.	DOLL & FROG	14, 18, 25	CTM	Arcadia Group Brands Limited			registered
82.	DP DIRECT	16, 25	United Kingdom	Arcadia Group Brands Limited			registered
83.	DP/ASTERISK DEVICE	25	United Kingdom	Arcadia Group Brands Limited			registered
84.	GIRLS NIGHT IN GIRLS' NIGHT IN	35	United Kingdom	Arcadia Group Brands Limited			registered
85.	GIRLS NIGHT OUT GIRLS' NIGHT OUT	35	United Kingdom	Arcadia Group Brands Limited			registered
86.	SECRETS	25	Bahrain	Arcadia Group Brands Limited			registered
87.	SECRETS	14, 18, 25	CTM	Arcadia Group Brands Limited			registered
88.	SECRETS	25	Poland	Arcadia Group Brands Limited			registered
89.	SECRETS	25	Turkey	Dorothy Perkins Retail Limited (renamed as Dorsub (DPR) Limited)			registered
90.	SECRETS	14, 18, 25, 28	United Kingdom	Arcadia Group Brands Limited			registered
91.	BILLIE & BLOSSOM	14, 18 and 25	United Kingdom	Arcadia Group Brands Limited	3040279	3040279	registered

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IN WITNESS WHEREOF this Deed has been executed as a Deed and delivered on the date first stated above.


Signed as a deed by
**ARCADIA GROUP BRANDS
LIMITED** acting by a director
in the presence of:

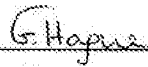
}



Name: **GILLIAN HAGUE**
Director

ADAM GOLDMAN
Name, address and
occupation: **10 GT. CASTLE ST.
LONDON W1
SOLICITOR**

Signed as a deed by
**DOROTHY PERKINS
TRADING LIMITED** acting by
a director, in the presence of:

}



Name: **GILLIAN HAGUE**
Director

Name, address and
occupation: **10 GT. CASTLE ST
LONDON W1
SOLICITOR**

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