

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM609538

|   |  |  |                                       |
|---|--|--|---------------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |  |                                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |  |                                       |
| <b>CONVEYING PARTY DATA</b>   |  |  |                                       |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b>                    | <b>Entity Type</b>                    |
| Buckle Holdings, LLC  |  | 11/17/2020                               | Limited Liability Company:<br>GEORGIA |
| <b>RECEIVING PARTY DATA</b>   |  |  |                                       |
| <b>Name:</b>  | Buckle Corp.                                       |  |                                       |
| <b>Street Address:</b>  | 111 Town Square Place                              |  |                                       |
| <b>City:</b>  | Jersey City  |  |                                       |
| <b>State/Country:</b>   | NEW JERSEY   |  |                                       |
| <b>Postal Code:</b>   | 07310  |  |                                       |
| <b>Entity Type:</b>   | Corporation: DELAWARE                              |  |                                       |
| <b>PROPERTY NUMBERS Total: 6</b>  |  |  |                                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                         |                                       |
| <b>Registration Number:</b>   | 6125228  | BEFORE ANYTHING ELSE                     |                                       |
| <b>Registration Number:</b>   | 6153919  | BUCKLE                                   |                                       |
| <b>Serial Number:</b>   | 87653072   | CLOUD-BASED UNDERWRITING                 |                                       |
| <b>Serial Number:</b>   | 87663889   | CROWD-SOURCED UNDERWRITING               |                                       |
| <b>Serial Number:</b>   | 87630947   | LEGITIMIZING THE SHARED ECONOMY          |                                       |
| <b>Serial Number:</b>   | 88450460   | THERE ARE DRIVERS & THEN THERE ARE DRIVE |                                       |
| <b>CORRESPONDENCE DATA</b>  |  |  |                                       |
| <b>Fax Number:</b>  | 6174430004   |  |                                       |
| <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> |  |  |                                       |
| <b>Phone:</b>   | 6174439292   |  |                                       |
| <b>Email:</b>   | trademarks@sunsteinlaw.com                         |  |                                       |
| <b>Correspondent Name:</b>  | Steven A. Abreu                                    |  |                                       |
| <b>Address Line 1:</b>  | 100 High Street                                    |  |                                       |
| <b>Address Line 4:</b>  | Boston, MASSACHUSETTS 30071                        |  |                                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 4595/2000  |  |                                       |
| <b>NAME OF SUBMITTER:</b>   | Steven A. Abreu                                    |  |                                       |
| <b>SIGNATURE:</b>   | /Steven Abreu/                                     |  |                                       |
| <b>DATE SIGNED:</b>   | 11/18/2020   |  |                                       |

CH \$165.00 6125228

**Total Attachments: 4**

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## Trademark Assignment

Effective as of the later of the two signature dates below, this Trademark Assignment (the "Assignment"), is made by and between:

- **Buckle Holdings, LLC**, a corporation incorporated and validly existing under the laws of Georgia, with a place of business located at 7094 Peachtree Industrial Blvd., Suite 243, Norcross, GA 30071 ("Assignor"), and
- **Buckle Corp.**, a corporation incorporated and validly existing under the laws of Delaware, with a place of business located at 111 Town Square Place, Jersey City, NJ 07310 ("Assignee").


In consideration of the value received and the mutual covenants of the parties, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Background. Assignor owns the trademarks set forth on Schedule A attached hereto (the "Trademarks"), together with the goodwill associated therewith. Assignor wishes to assign the Trademarks and the goodwill associated therewith to the Assignee and the Assignee wishes to accept such assignment on the terms and conditions set forth in this Assignment.
2. Grant. For good and valuable consideration Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, the entire right, title, and interest in, to, and under the Trademarks worldwide, including all common law rights, trademark applications, registrations, and renewals, and the right to sue for past, present and future infringement, together with the goodwill symbolized by the Trademarks.
3. Further Acts / Recordal. Assignor further covenants with Assignee to execute when requested such additional assignments, instruments and documents as may reasonably be necessary to effectuate this Assignment and to enable the Assignee to record the Assignment in

the territories concerned, including recordations of assignment of trademark suitable for filing with the United States Patent and Trademark Office and equivalent foreign agencies.

IN WITNESS WHEREOF, the Parties have caused this Trademark Assignment to be executed and in effect as of the Effective Date.

**Buckle Holdings, LLC, as assignee**

By:   
Dustin Walsey (Nov 17, 2020 18:57 EST)

Date: November 17, 2020

Name: Dustin Walsey

Title: President

**DECLARATION OF ACCEPTANCE BY ASSIGNEE**

The above named Assignee, **Buckle Corp.**, hereby declares that with effect from the latest of the two signature dates herein, it accepts the Trademarks, including all goodwill of the business symbolized by such Trademarks including all rights to recover past, present and future damages for infringement, assigned to it by Assignor, pursuant to the foregoing Trademark Assignment.

**Buckle Corp.**

By:   
Martin Young (Nov 17, 2020 18:56 EST)

Date: November 17, 2020

Name: Martin Young

Title: Vice President

## SCHEDULE A

The Trademarks being assigned include all formatives of the marks listed below, namely, all marks comprised of or containing any of the marks listed below, including, but not limited to the marks in all colors, styles, fonts, combinations of upper and lower case letters:

### Trademarks:

BUCKLE  
BUCKLEUP  
BEFORE ANYTHING ELSE  
CLOUD-BASED UNDERWRITING  
CROWD-SOURCED UNDERWRITING  
LEGITIMIZING THE SHARED ECONOMY  
THERE ARE DRIVERS & THEN THERE ARE DRIVERS

### Related Pending Applications and Registrations:

| <b>Trademark</b>                                 | <b>Jurisdiction</b> | <b>Registration No.<br/>Application No.</b> |
|--|---------------------|---|
| BEFORE ANYTHING ELSE                             | USA                 | 6,125,228                                   |
| BEFORE ANYTHING ELSE                             | Canada              | 1949663                                     |
| BEFORE ANYTHING ELSE                             | European Union      | 18039984                                    |
| BEFORE ANYTHING ELSE                             | United Kingdom      | UK00003381461                               |
|  |                     |   |
| BUCKLE   | USA                 | 6,153,919                                   |
| BUCKLE   | Canada              | 1949661                                     |
| BUCKLE   | European Union      | 18040298                                    |
| BUCKLE   | United Kingdom      | UK00003381458                               |
|  |                     |   |
| CLOUD-BASED<br>UNDERWRITING                      | USA                 | 87/663,072                                  |
| CROWD-SOURCED<br>UNDERWRITING                    | USA                 | 87/663,889                                  |
| LEGITIMIZING THE<br>SHARED ECONOMY               | USA                 | 87/630,947                                  |
|  |                     |   |
| THERE ARE DRIVERS &<br>THEN THERE ARE<br>DRIVERS | USA                 | 88/450,460                                  |

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