

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM614684

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Margaret M Lord		10/16/2020	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	DAVID'S BRIDAL, LLC		
Street Address:	1001 Washington Street		
City:	Conshohocken		
State/Country:	PENNSYLVANIA		
Postal Code:	19428		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4197729	RUSTIC WEDDING CHIC	
CORRESPONDENCE DATA			
Fax Number:	5025890309		
<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:	5025895235		
Email:	mwilliams@wyattfirm.com		
Correspondent Name:	Matthew A. Williams		
Address Line 1:	400 West Market St.		
Address Line 2:	Suite 2000		
Address Line 4:	Louisville, KENTUCKY 40202		
NAME OF SUBMITTER:	MATTHEW A. WILLIAMS		
SIGNATURE:	/MATTHEW A. WILLIAMS/		
DATE SIGNED:	12/16/2020		
Total Attachments: 3			
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OP \$40.00 4197729

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (“**Assignment**”) is made, executed, and delivered as of October 16, 2020 by Margaret M. Lord, an individual, and RUSTIC WEDDING CHIC LLC, a Connecticut limited liability company (collectively “**Assignors**”), to DAVID’S BRIDAL, LLC, a Florida limited liability company (“**Buyer**”).

WHEREAS, WHEREAS, Assignors, Buyer and the other parties thereto have entered into an Asset Purchase Agreement, dated as of October 16, 2020, (the “**Agreement**”), pursuant to which Assignors agreed, among other things, to sell, convey, assign, transfer, and deliver to Buyer all of Assignors’ right, title, and interest in and to trademarks and registrations thereof, including the goodwill associated therewith, including United States Registration No. 4197729 for the mark RUSTIC WEDDING CHIC (the “**Registration**”), (collectively the “**Trademarks**”), all as more particularly described in the Agreement, for consideration in the amount, and on the terms and conditions, provided in the Agreement; and

WHEREAS, Buyer and Assignors now desire to carry out the intent and purpose of the Agreement by Assignors’ execution and delivery of this instrument evidencing the sale, conveyance, assignment, transfer, and delivery by Assignors to Buyer of all of Assignors’ right, title, and interest in and to the Trademarks, including the goodwill associated therewith and the Registration, all subject to the terms and conditions of the Agreement.

NOW THEREFORE, in consideration of the foregoing premises and for other good and valuable consideration to Assignors, the receipt and adequacy of which are hereby acknowledged, Assignors hereby sells, conveys, assigns, transfers, and delivers unto Buyer any and all of Assignors’ right, title, and interest in and to the Trademarks together with the goodwill of the business connected with the use of and symbolized by the Trademarks and all causes of action arising prior to or after the date hereof for infringement of the Trademarks or unfair competition regarding the same.

From time to time after the Closing Date, each of the Parties shall promptly execute, acknowledge, and deliver any other assurances or documents reasonably requested by the other Party and necessary for such other Party to satisfy its obligations hereunder or to obtain the benefits of the Transaction at no additional material unreimbursed cost to such other Party.


[End of Text; Signature Page Follows]

ASSIGNMENT OF TRADEMARKS

IN WITNESS WHEREOF, this ASSIGNMENT OF TRADEMARKS has been duly executed and delivered on behalf of Assignors as of the date first written above.

Assignors:

Margaret M. Lord



Buyer:

DAVID'S BRIDAL, LLC


By: _____

Name: _____

Title: _____

RUSTIC WEDDING CHIC LLC

By: _____



Name: Margaret Lord

Title: Sole Member

ASSIGNMENT OF TRADEMARKS

IN WITNESS WHEREOF, this ASSIGNMENT OF TRADEMARKS has been duly executed and delivered on behalf of Assignors as of the date first written above.

Assignors:

Margaret M. Lord

Buyer:

DAVID'S BRIDAL, LLC

By: Gary Z. Walker

Name: Gary Walker

Title: SVP, Finance

RUSTIC WEDDING CHIC LLC

By: _____

Name: _____

Title: _____