

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621014

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mount Vernon Mills, Inc.		01/14/2021	Corporation: MARYLAND
RECEIVING PARTY DATA			
Name:	LaFrance Fabrics, LLC		
Street Address:	1413 Evans Street, Suite E		
City:	Greenville		
State/Country:	NORTH CAROLINA		
Postal Code:	27834		
Entity Type:	Limited Liability Company: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	0548918	LA FRANCE	
Registration Number:	0932636	LA FRANCE	
CORRESPONDENCE DATA			
Fax Number:	7044441111		
<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:	7044441124		
Email:	elaine.hunt@alston.com		
Correspondent Name:	Michele M. Glessner		
Address Line 1:	Alston & Bird LLP		
Address Line 2:	101 South Tryon Street, Suite 4000		
Address Line 4:	Charlotte, NORTH CAROLINA 28280-4000		
NAME OF SUBMITTER:	Elaine B. Hunt		
SIGNATURE:	/Elaine B. Hunt/		
DATE SIGNED:	01/19/2021		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, **Mount Vernon Mills, Inc.**, a Maryland corporation (hereinafter referred to as the "ASSIGNOR") was the exclusive and record owner of the entire unencumbered right, title and interest in and to the U.S. Trademark Registrations shown on the attached Exhibit A (the "Trademarks"), together with all associated goodwill represented by any of the foregoing, and the right to sue and recover for, and the right to damages, profits and penalties due or accrued, arising out of or in connection with, any and all infringements or dilution of or damage or injury to the foregoing (all of the foregoing individually and/or collectively referred to as "Trademark Rights"); and

WHEREAS, **LaFrance Fabrics, LLC**, a South Carolina limited liability company having a principal place of business at 1413 Evans Street, Suite E, Greenville, NC 27834 (hereinafter referred to as "ASSIGNEE"), has acquired and purchased from ASSIGNOR the Trademarks, and associated goodwill from ASSIGNOR, effective December 27, 2019, and is desirous of confirming that it has done so; and

WHEREAS, ASSIGNOR and ASSIGNEE desire to confirm and perfect the sale and assignment of said Trademarks effective December 27, 2019.


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby acknowledges and confirms that effective December 27, 2019, ASSIGNOR sold, transferred, and assigned to said ASSIGNEE said Trademarks and any and all of the Trademark Rights as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE, intending to be legally bound, have caused this Nunc Pro Tunc Assignment to be executed by its duly authorized officers as of the

14th day of JANUARY, 2021.

ASSIGNOR:

Mount Vernon Mills, Inc.


By: Edward G. Cochran
Title: Vice President and Secretary

ASSIGNEE:

LaFrance Fabrics, LLC



By: John H. Gieser
Title: Vice President

EXHIBIT A

<u>MARK</u>	<u>REGISTRATION NO.</u>
LA FRANCE (Stylized)	<u>548,918</u>
LA FRANCE	<u>932,636</u>