

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM622901

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Assignment Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VCG Holdings Ltd		10/18/2018	Corporation: BAHAMAS
RECEIVING PARTY DATA			
Name:	Caleres, Inc		
Street Address:	8300 Maryland Avenue, 8300 Maryland Avenue		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63105		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Registration Number:	3829838	1STRAY	
Registration Number:	3839523	1STRAY	
Registration Number:	1832064	ORTHAHEEL	
Registration Number:	2727758	VASYLI	
Registration Number:	4135546	VASYLI	
Registration Number:	4511131	VIONIC	
Registration Number:	4617851	VIONIC	
Registration Number:	4351690	VIONIC	
Registration Number:	4423188	VIONIC	
Registration Number:	4675978	VIONIC	
Registration Number:	4679473	VIONIC GROUP	
Registration Number:	4679474	VIONIC GROUP	
Registration Number:	4721441	VIONIC INNOVATION LAB	
Registration Number:	3999381	WALK MOVE LIVE	
Registration Number:	4867683	WALK. MOVE. LIVE.	
Registration Number:	4433081	VASYLI THINK TANK	
Registration Number:	5064586	SOLE STORY	
Registration Number:	5266524	SOLE STORY	
Registration Number:	4868471	VIONIC SUPPORTS	

OP \$590.00 3829838

Property Type	Number	Word Mark
Registration Number:	4947108	VIONIC SUPPORTS
Registration Number:	4396455	FMT
Registration Number:	4540033	FMT
Registration Number:	3670010	ORTHAHEEL

CORRESPONDENCE DATA

Fax Number: 3148544098

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.

Phone: 3148544000

Email: dlnorman@caleres.com

Correspondent Name: Deborah L. Norman

Address Line 1: 8300 Maryland Avenue

Address Line 4: St. Louis, MISSOURI 63105

NAME OF SUBMITTER:	Deborah L. Norman
SIGNATURE:	/deborah l. norman/
DATE SIGNED:	01/28/2021

Total Attachments: 12

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Schedule 1

Short Form Trademark Assignment Agreement

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Trademark Assignment"), including all schedules attached hereto, is entered into as of October 18, 2018 by and between VCG Holdings Ltd., a Cayman Islands corporation, whose full post office address is VCG Holdings Ltd., Corporate Office, #211 Sandy Port, Nassau, Bahamas ("VCG") and Caleres, Inc., a New York corporation, whose full post office address is 8300 Maryland Ave., St. Louis, MO 63105 ("Caleres"). Caleres and VCG may be each referred to as a "Party" and, collectively, as the "Parties." Unless otherwise defined herein, capitalized terms used herein will have the meaning ascribed to them in that certain Equity and Asset Purchase Agreement, dated as of October 18, 2018 (the "Purchase Agreement") by and among the Equity Sellers (as defined therein), VCG, Christopher T. Gallagher and Daniel M. Sanner, solely in their capacity as Sellers' Representative, Christopher T. Gallagher and C. Bruce Campbell, solely for purposes of being bound by Section 8.06 and Section 12.17 thereof, and Caleres.

WHEREAS, VCG desires to assign to Caleres and Caleres desires to accept from VCG ownership of the VCG Owned Marks identified on Exhibit A.

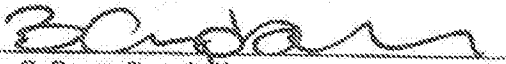
NOW, THEREFORE, VCG, for good and valuable consideration, receipt of which is hereby acknowledged, does hereby assign and transfer unto Caleres, all of its right, title, and interest in, to or under the VCG Owned Marks expressly identified on Exhibit A, including all goodwill of the business associated therewith. This Trademark Assignment may be recorded with the United States Patent and Trademark Office and with comparable offices in other jurisdictions throughout the world, as well as with any other United States or foreign government office as may be necessary or appropriate.

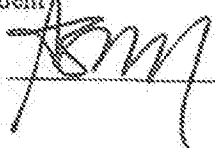
This Trademark Assignment may be executed simultaneously in multiple counterparts, and in separate counterparts (including via facsimile or portable document (PDF)), each of which shall be deemed an original, but all of which taken together shall constitute one and the same instrument.

[Signature Page Follows]

VCG

VCG Holdings Ltd.

By: 
Name: C. Bruce Campbell
Title: Vice President

Witness: 

Caleres

Caleres, Inc.

By: _____
Name: _____
Title: _____

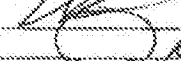
VCG

VCG Holdings Ltd.

By: _____
Name: _____
Title: _____

Caleres

Caleres, Inc.

By:  _____
Name: KENNETH R. HANDMAN
Title: SVP, Chief Financial Officer

Schedule I to VCG Intellectual Property Assignment and Assumption Agreement

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registration Number	Status	Issued Date
VCC Holdings Ltd.	4/14/10	ISTRAY	CA	N/A	848,217	Trademark	848,217	Registered	4/19/13
VCC Holdings Ltd.	1/31/13	ISTRAY	EU	10, 25, 35	1155986	Trademark	1155986	Registered	6/25/13
VCC Holdings Ltd.	12/17/09	ISTRAY	US	10	77895770	Trademark	3,829,838	Registered	8/2/10
VCC Holdings Ltd.	12/17/09	ISTRAY	US	25	77895789	Trademark	3,839,523	Registered	8/2/10
VCC Holdings Ltd.	7/11/13	FMT	AR	10	3363177	Trademark	2672783	Registered	8/25/14
VCC Holdings Ltd.	7/11/13	FMT	AR	25	3363178	Trademark	2672784	Registered	8/25/14
VCC Holdings Ltd.	3/24/10	FMT	AU	10, 25	1332363	Trademark	1332363	Registered	3/24/10
VCC Holdings Ltd.	4/3/13	FMT	BR	10	840471688	Trademark	840471688	Registered	12/29/15
VCC Holdings Ltd.	4/3/13	FMT	BR	25	840471696	Trademark	840471696	Registered	12/29/15
VCC Holdings Ltd.	12/12/12	FMT	CA	N/A	1806359	Trademark	TMA923661	Registered	12/16/15
VCC Holdings Ltd.	8/2/13	FMT	CH	10, 25, 35	594912013	Trademark	652053	Registered	12/10/13
VCC Holdings Ltd.	5/14/13	FMT	CL	10	1057779	Trademark	1127053	Registered	9/23/14

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registration Number	Status	Issued Date
VCG Holdings Ltd.	5/13/13	FMT	CL	25	1057780	Trademark	1066477	Registered	12/19/13
VCG Holdings Ltd.	6/11/10	FMT	CN	10	8350580	Trademark	8350580	Registered	6/13/11
VCG Holdings Ltd.	7/12/09	FMT	EU	10, 25	8737521	Trademark	8737521	Registered	2/6/10
VCG Holdings Ltd.	6/4/10	FMT	IN	10	1975071	Trademark	1975071	Registered	2/15/16
VCG Holdings Ltd.	6/4/10	FMT	IN	25	1975072	Trademark	1397624	Registered	11/23/16
VCG Holdings Ltd.	5/26/15	FMT	JP	10	2015049987	Trademark	5821739	Registered	1/22/16
VCG Holdings Ltd.	4/21/10	FMT	MX	10	1083334	Trademark	1157722	Registered	5/12/10
VCG Holdings Ltd.	4/21/10	FMT	MX	25	1083337	Trademark	1156737	Registered	4/30/10
VCG Holdings Ltd.	3/30/11	FMT	NZ	10, 25		Trademark	839396	Registered	10/3/11
VCG Holdings Ltd.	5/04/10	FMT	TW	10, 23	9902479	Trademark	1460961	Registered	6/1/11
VCG Holdings Ltd.	12/2/09	FMT	US	10	77888,669	Trademark	4,396,455	Registered	9/3/13
VCG Holdings Ltd.	5/2/13	FMT	US	25	85921,250	Trademark	4,548,033	Registered	5/27/14
VCG Holdings Ltd.	3/13/10	Labyrinth Design	US	10		Trademark		Registered	

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registration Number	Status	Issued Date
VCG Holdings Ltd.	3/22/12	ORTHAHEEL	AR	10	3152995	Trademark	2582524	Registered	7/15/13
VCG Holdings Ltd.	3/22/12	ORTHAHEEL	AR	25	3152996	Trademark	2582525	Registered	7/15/13
VCG Holdings Ltd.	9/28/11	ORTHAHEEL	BR	10	831232005	Trademark	831232005	Registered	7/18/17
VCG Holdings Ltd.	9/28/11	ORTHAHEEL	BR	25	831232030	Trademark	831232030	Registered	7/18/17
VCG Holdings Ltd.	5/2/07	ORTHAHEEL	CA	01	0843910	Trademark	TMA528787	Registered	6/5/09
VCG Holdings Ltd.	10/8/08	ORTHAHEEL	MX	10	966502	Trademark	1094433	Registered	4/15/09
VCG Holdings Ltd.	10/8/08	ORTHAHEEL	MX	25	966503	Trademark	1094430	Registered	4/15/09
VCG Holdings Ltd.	5/7/11	ORTHAHEEL	US	10	74164481	Trademark	18325664	Registered	4/10/14
VCG Holdings Ltd.	9/19/07	ORTHAHEEL	US	25	77083997	Trademark	3670010	Registered	8/18/09
VCG Holdings Ltd.	2/1/12	VASYLI	AR	10	3183525	Trademark	2594809	Registered	6/7/13
VCG Holdings Ltd.	9/28/11	VASYLI	BR	10	831232021	Trademark	831232021	Registered	7/11/17
VCG Holdings Ltd.	9/28/11	VASYLI	BR	25	831232048	Trademark	831232048	Registered	7/11/17
VCG Holdings Ltd.	5/2/07	VASYLI	CA	01	841908	Trademark	TMA566435	Registered	6/11/09

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registration Number	Status	Issued Date
VCG Holdings Ltd.	10/8/08	VASYLI	MX	10	966505	Trademark	1091828	Registered	3/25/09
VCG Holdings Ltd.	10/8/08	VASYLI	MX	25	966507	Trademark	1091829	Registered	3/25/09
VCG Holdings Ltd.	1/11/01	VASYLI	US	10	76793,475	Trademark	2727758	Registered	6/17/03
VCG Holdings Ltd.	9/27/11	VASYLI	US	10	85/432,552	Trademark	4,135,546	Registered	5/1/12
VCG Holdings Ltd.	10/10/12	VIONIC	AR	10	3198161	Trademark	2620423	Registered	1/6/14
VCG Holdings Ltd.	10/10/12	VIONIC	AR	25	3198162	Trademark	2620424	Registered	1/6/14
VCG Holdings Ltd.	7/27/11	VIONIC	AU	10, 25	1439336	Trademark	1439336	Registered	7/27/11
VCG Holdings Ltd.	8/2/12	VIONIC	BR	10	840217897	Trademark	840217897	Registered	7/18/17
VCG Holdings Ltd.	8/9/11	VIONIC	CA	N/A	1538861	Trademark	TMA-884026	Registered	8/14/14
VCG Holdings Ltd.	7/9/13	VIONIC	CH	10, 25, 35	584822013	Trademark	852392	Registered	12/17/13
VCG Holdings Ltd.	3/7/13	VIONIC	CL	10	1048773	Trademark	1046183	Registered	10/6/13
VCG Holdings Ltd.	1/19/12	VIONIC	CN	10	10449923	Trademark	10449923	Registered	1/19/12
VCG Holdings Ltd.	1/28/13	VIONIC	CN	25	16270173	Trademark	16270173	Registered	9/14/17

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registration Number	Status	Issued Date
VCG Holdings Ltd.	12/18/12	VIONIC	EU	10, 25, 35	11436482	Trademark	11436482	Registered	5/2/13
VCG Holdings Ltd.	7/26/11	VIONIC	EU	10, 35	10152064	Trademark	10152064	Registered	7/6/13
VCG Holdings Ltd.	3/28/12	VIONIC	HK	10, 25	302266245	Trademark	302266245	Registered	3/30/12
VCG Holdings Ltd.	1/18/12	VIONIC	IN	10	2264190	Trademark	2264190	Registered	1/19/12
VCG Holdings Ltd.	1/18/12	VIONIC	IN	25	2264191	Trademark	2264191	Registered	1/19/12
VCG Holdings Ltd.	1/26/12	VIONIC	JP	10, 25	2012-004800	Trademark	3314163	Registered	8/10/12
VCG Holdings Ltd.	8/1/12	VIONIC	MX	10	1296632	Trademark	1401427	Registered	9/30/12
VCG Holdings Ltd.	7/27/11	VIONIC	MZ	10, 25		Trademark	646587	Registered	1/27/12
VCG Holdings Ltd.	3/2/16	VIONIC	SG	10, 25	40201607483U	Trademark	40201607483U	Registered	5/27/16
VCG Holdings Ltd.	8/13/12	VIONIC	TW	10, 25	101046187	Trademark	1578136	Registered	5/1/13
VCG Holdings Ltd.	7/15/13	VIONIC (Chinese Characters)	TW	10	102038084	Trademark	1621530	Registered	11/6/14
VCG Holdings Ltd.	7/15/13	VIONIC (Chinese Characters)	TW	35	102038083	Trademark	1649903	Registered	5/1/14
VCG Holdings Ltd.	7/27/11	VIONIC	US	10	85381804	Trademark	4,511,131	Registered	4/8/14

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registration Number	Status	Issued Date
VCG Holdings Ltd.	7/27/11	VIONIC	US	25	85381,896	Trademark	4,617,851	Registered	10/7/14
VCG Holdings Ltd.	7/27/11	VIONIC	US	10	85978,973	Trademark	4,351,690	Registered	8/11/13
VCG Holdings Ltd.	7/27/11	VIONIC	US	25	85979,811	Trademark	4,423,188	Registered	10/22/13
VCG Holdings Ltd.	4/17/13	VIONIC	US	18	85906,432	Trademark	4,875,978	Registered	1/20/15
VCG Holdings Ltd.	2/14/12	VIONIC	ZA	10	201203695	Trademark	201203695	Registered	9/26/14
VCG Holdings Ltd.	2/14/12	VIONIC	ZA	25	201203696	Trademark	201203696	Registered	9/26/14
VCG Holdings Ltd.	5/14/13	VIONIC GROUP	US	18	85931,657	Trademark	4,679,473	Registered	1/27/15
VCG Holdings Ltd.	5/14/13	VIONIC GROUP	US	25	85931,664	Trademark	4,879,474	Registered	1/27/15
VCG Holdings Ltd.	9/11/14	VIONIC INNOVATION LAB	AU	41	1646459	Trademark	1646459	Registered	9/11/14
VCG Holdings Ltd.	9/19/14	VIONIC INNOVATION LAB	CN	41	15376844	Trademark	15376844	Registered	10/28/15
VCG Holdings Ltd.	9/11/14	VIONIC INNOVATION LAB	EU	41	13248075	Trademark	13248075	Registered	9/11/14
VCG Holdings Ltd.	3/19/14	VIONIC INNOVATION LAB	US	41	86225,877	Trademark	4,721,441	Registered	4/14/15
VCG Holdings Ltd.	4/11/11	WALK MOVE LIVE	AU	10, 25	1419293	Trademark	1419293	Registered	4/11/11

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registration Number	Status	Issued Date
VCG Holdings Ltd.	9/11/14	WALK MOVE LIVE	AU	10	1646438	Trademark	1646438	Registered	6/3/15
VCG Holdings Ltd.	12/10/10	WALK MOVE LIVE	CA	N/A	1507316	Trademark	866,958	Registered	12/29/13
VCG Holdings Ltd.	8/2/13	WALK MOVE LIVE	CH	10, 25, 35	594952013	Trademark	652954	Registered	12/10/13
VCG Holdings Ltd.	10/19/11	WALK MOVE LIVE	CN	25	10082278	Trademark	10082278	Registered	1/7/13
VCG Holdings Ltd.	10/19/11	WALK MOVE LIVE	CN	10	10082279	Trademark	10082279	Registered	1/7/13
VCG Holdings Ltd.	9/19/14	WALK MOVE LIVE	CN	10	15376845	Trademark	15376845	Registered	4/14/17
VCG Holdings Ltd.	4/4/11	WALK MOVE LIVE	EU	16, 25, 35	9865511	Trademark	9865511	Registered	9/6/11
VCG Holdings Ltd.	8/24/12	WALK MOVE LIVE	IN	10	2385131	Trademark	2385131	Registered	3/31/15
VCG Holdings Ltd.	4/12/11	WALK MOVE LIVE	NZ	10, 25	846121	Trademark	846121	Registered	10/12/11
VCG Holdings Ltd.	5/6/10	WALK MOVE LIVE	US	25	85032036	Trademark	3,999,381	Registered	7/19/11
VCG Holdings Ltd.	3/14/14	WALK MOVE LIVE	US	10	86221015	Trademark	4,867,683	Registered	12/8/15
VCG Holdings Ltd.	1/13/11	VASYLI THINK TANK	AU	41	1403920	Trademark	1403920	Registered	1/13/11
VCG Holdings Ltd.	11/23/11	VASYLI THINK TANK	CA	N/A	1553439	Trademark	TMA889646	Registered	11/7/14

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registrations Number	Status	Issued Date
VCC Holdings Ltd.	4/8/11	VASYLI THINK TANK	EU	41, 42	9873407	Trademark	9873407	Registered	9/8/11
VCC Holdings Ltd.	11/29/11	VASYLI THINK TANK	US	41, 42	85482415	Trademark	4,433,081	Registered	11/12/11
VCC Holdings Ltd.	5/27/05	FASHIONEERED WALKWEAR	AU	25	1057553	Trademark	1057553	Registered	5/27/05
VCC Holdings Ltd.	5/27/05	FASHIONEERED WALKWEAR	NZ	25		Trademark	730341	Registered	12/1/05
VCC Holdings Ltd.	11/25/13	SOLE STORY	US	35	86128014	Trademark	3064386	Registered	10/18/16
VCC Holdings Ltd.	7/15/15	SOLE STORY	US	41	86685787	Trademark	3266324	Registered	8/15/17
VCC Holdings Ltd.	5/6/93	AOL & Design	CA	N/A	728340	Trademark	497,391	Registered	7/17/98
VCC Holdings Ltd.	8/13/13	BEFORE AFTER	CH	10, 25, 35	632068	Trademark	598962013	Registered	12/10/13
VCC Holdings Ltd.	4/4/11	AMS ADVANCED MOTION SYSTEMS	EU	10, 25, 35	9865593	Trademark	9865593	Registered	9/6/11
VCC Holdings Ltd.	4/4/11	MISCELLANEOUS DESIGN	EU & RCD	10, 25, 35	9865569	Trademark	9865569	Registered	9/6/11
VCC Holdings Ltd.	4/1/15	VIONIC SUPPORTS	US	44	86583868	Trademark	4,868,471	Registered	12/8/15
VCC Holdings Ltd.	4/10/15	VIONIC SUPPORTS Design	EU	44	13927009	Trademark	13927009	Registered	8/13/15
VCC Holdings Ltd.	10/13/14	VIONIC SUPPORTS Design	US	44	86421875	Trademark	4,947,108	Registered	4/26/16

Exhibit A to Trademark Assignment

Owner	Application Date	Name	Jurisdiction	Class of Goods	Filing No.	Asset Type	Registration Number	Status	Issued Date
VCC Holdings Ltd.	9/26/16	VRONIC	TH	23	160108234	Trademark		Pending	
VCC Holdings Ltd.	8/24/12	WALK MOVE LIVE	IN	25	2385132	Trademark		Pending	
VCC Holdings Ltd.	9/26/11	WELL BEING WITH EVERY STEP	CN	18	10005095	Trademark	10005095	Registered	2/28/13
VCC Holdings Ltd.	9/26/11	WELL BEING WITH EVERY STEP	CN	25	10005094	Trademark	10005094	Registered	3/7/13

Exhibit A to Trademark Assignment