

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM615794

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mr. Olivier Creed		05/29/2020	INDIVIDUAL: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Fontaine Limited		
Street Address:	8th Floor, 20 Farringdon Street		
Internal Address:	c/o TMF Group		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC4A 4AB		
Entity Type:	Private Limited Company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	88882071	WIND FLOWERS	
Registration Number:	5810230	VIKING CREED X	
Registration Number:	4199253	CREED AVENTUS	
Registration Number:	2810521	CREED	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(617) 345-4767		
Email:	trademarks@daypitney.com		
Correspondent Name:	Carrie Webb Olson		
Address Line 1:	605 THIRD AVENUE		
Address Line 2:	31ST FLOOR		
Address Line 4:	NEW YORK, NEW YORK 10158-1803		
DOMESTIC REPRESENTATIVE			
Name:	Carrie Webb Olson		
Address Line 1:	605 THIRD AVENUE		
Address Line 2:	31st Floor		

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Address Line 4: NEW YORK, NEW YORK 10158-1803	
NAME OF SUBMITTER:	Carrie Webb Olson
SIGNATURE:	/carrie webb olson/
DATE SIGNED:	12/21/2020
Total Attachments: 2 source=Short Form Assignment signed by Olivier Creed EXECUTED#page1.tif source=Short Form Assignment signed by Olivier Creed EXECUTED#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated as of May 29, 2020 is made by:

- (1) **OLIVIER CHRISTIAN HENRY CREED**, a person whose address is Route Principale 87, Sorens, 1642, Switzerland ("**Assignor**"); and
- (2) **FONTAINE LIMITED**, a company incorporated in England and Wales (registered no. 1235559), whose registered office as at C/O TMF Group, 8th Floor, 20 Farringdon Street, London, United Kingdom, EC4A 4AB ("**Assignee**"), the purchaser of certain assets of Assignor pursuant to the Asset Purchase Agreement between Assignor and Assignee dated as of February 23, 2020 (the "**APA**").

WHEREAS, under the terms of the APA Assignor has conveyed, transferred, and assigned to Assignee, among other assets, certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office, and the officials of corresponding entities or agencies in any applicable jurisdictions.

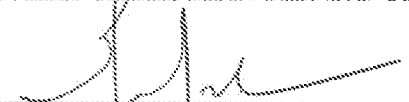
NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee all of Assignor's right, title, and interest in and to the following:

(a) The trademark registrations and trademark application set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks, provided that, with respect to the United States intent-to-use trademark application set forth on Schedule 1 hereto, the transfer of such applications accompanies, pursuant to the APA, the transfer of Assignor's business, or that portion of the business to which the trademark pertains, and that business is ongoing and existing.

ASSIGNOR

OLIVIER CHRISTIAN HENRY CREED

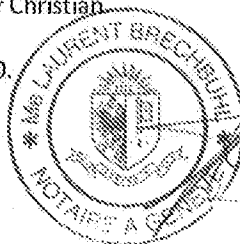


Title: _____

Address for Notices
Route Principale 87
Sorens, 1642
Switzerland

Signed before me, Laurent BRECHBUHL, notary public in Geneva/Switzerland, by Mr Olivier Christian Henry CREED.

Geneva/Switzerland, December 14th, 2020.

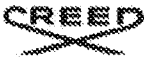
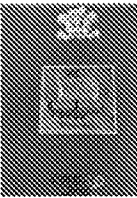
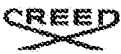



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46

TRADEMARK
REEL: 007184 FRAME: 0358

Schedule 1
ASSIGNED TRADEMARKS

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date
CREED (& Design) 	US	2810521	Feb. 03, 2004
CREED AVENTUS	US	4199253	Aug. 28, 2012
VIKING CREED X AND DESIGN 	US	5810230	Jul. 23, 2019
CREED (& Design) 	US	4054693	Nov. 15, 2011
MILLESIME	US	4496727	Mar. 18, 2014
ROYAL - OUD MILLESIME 	US	4204143	Sep. 11, 2012

Trademark Application

Mark	Jurisdiction	ITU Status	Application Serial Number	Filing Date
WIND FLOWERS	US	1(B), 44(D)	88882071	Apr. 22, 2020