

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM633132

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Heights Finance Corporation		03/18/2021	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Southern Management Corporation		
Street Address:	101 N. Main Street, Suite 600		
City:	Greenville		
State/Country:	SOUTH CAROLINA		
Postal Code:	29601		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3300836	HEIGHTS FINANCE CORPORATION	
Registration Number:	3450184	HF	
Registration Number:	4540416	RETAILEXPRESS	
CORRESPONDENCE DATA			
Fax Number:	3367338473		
<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:	3367213747		
Email:	Trademarkswinston@wbd-us.com		
Correspondent Name:	Randel S. Springer		
Address Line 1:	Womble Bond Dickinson (US) LLP		
Address Line 2:	One West Fourth Street		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
ATTORNEY DOCKET NUMBER:	100359.01.9		
NAME OF SUBMITTER:	Randel S. Springer		
SIGNATURE:	/Randel S. Springer/		
DATE SIGNED:	03/19/2021		
Total Attachments: 3			
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**ASSIGNMENT OF TRADEMARKS AND
RELATED REGISTRATIONS**

THIS ASSIGNMENT OF TRADEMARKS AND RELATED REGISTRATIONS (this "Assignment"), dated as of March 18, 2021, is from HEIGHTS FINANCE CORPORATION, an Illinois corporation, having a place of business at 101 N Main Street, Suite 600, Greenville, South Carolina 29601 ("Assignor"), to SOUTHERN MANAGEMENT CORPORATION, a Delaware corporation, having a place of business at 101 N. Main Street, Suite 600, Greenville, South Carolina 29601 ("Assignee").

W I T N E S S E T H :

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the trademarks and related United States trademark registrations identified on Exhibit A attached hereto (the "Trademarks"), together with any and all goodwill of the business associated with the Trademark(s); and

WHEREAS, Assignee desires to acquire the Trademarks and all goodwill of the business associated therewith from Assignor; and

WHEREAS, Assignor and Assignee desire to confirm of record the assignment of the Trademarks to Assignee;

NOW, THEREFORE, for \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with (i) the goodwill in the business symbolized by the Trademarks and (ii) all causes of action, claims and demands and other rights for, or arising from, any infringement, including past infringements, of the Trademarks.

2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Trademarks and all other rights hereby conveyed.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed by their respective authorized officers, all as of the day and year first above written.

ASSIGNOR:

ASSIGNEE:

HEIGHTS FINANCE CORPORATION

SOUTHERN MANAGEMENT CORPORATION

By: *Jae E. Houston*

By: *Jae E. Houston*

Its: V.P., Sec., and Ch. Legal Ofcr.

Its: Secretary and Chief Legal Officer

EXHIBIT A
TRADEMARKS

Mark	Registration No.	Registration Date
HF & Design	3,450,184	June 17, 2008
HEIGHTS FINANCE CORPORATION	3,300,836	October 2, 2007
RETAILEXPRESS & Design	4,540,416	May 27, 2014