

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM633456

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Echo Lake Industries Ltd.		01/04/2021	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	MAXESS HOLDINGS LLC		
Street Address:	85A MARCUS DRIVE		
City:	MELVILLE		
State/Country:	NEW YORK		
Postal Code:	11747		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4713423	DI PEDARIUS	
Registration Number:	3967398	EDGE BY LORENZO UOMO	
Registration Number:	3165244	GIZA 96	
Serial Number:	87885852	LORENZO DONNA	
Registration Number:	4890231	LORENZO RAFFINATO	
Registration Number:	3306234	LORENZO UOMO	
Registration Number:	4574327	PWS PERFECT WHITE SHIRT	
Registration Number:	4702223	UNPLUGGED	
CORRESPONDENCE DATA			
Fax Number:	2122925391		
<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:	2122925390		
Email:	mail@ipcounselors.com		
Correspondent Name:	EPSTEIN DRANGEL LLP		
Address Line 1:	60 EAST 42ND STREET		
Address Line 2:	SUITE 2520		
Address Line 4:	NEW YORK, NEW YORK 10165		
NAME OF SUBMITTER:	Kimberly A. Klibert		
SIGNATURE:	/Kimberly A. Klibert/		

OP \$215.00 4713423

DATE SIGNED:	03/22/2021
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Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of January 04 2021 (hereinafter, "Effective Date") is between Echo Lake Industries, Ltd., a corporation organized and existing under the laws of the State of New York with an address of 85A Marcus Drive, Melville New York 11747 (hereinafter, the "Assignor") and Maxess Holdings LLC, a limited liability company organized and existing under the laws of the State of New York with an address of 85A Marcus Drive, Melville New York 11747 (hereinafter, the "Assignee"). Assignor and Assignee are sometimes referred to herein individually as a "Party" and collectively as the "Parties".

WHEREAS, Assignor is the sole and exclusive legal and record owner of all rights, title, and interest in and to the trademarks listed in Schedule A attached hereto (hereinafter, the "Assigned Trademarks"), the applications therefor and registrations thereof, and the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

WHEREAS, Assignee desires to acquire all rights, title, and interest in and to the Assigned Trademarks, the applications therefor and registrations thereof, and the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

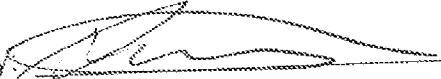
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Conveyance, Assignment, and Transfer. Assignor hereby irrevocably conveys, transfers, grants, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's rights, title, and interest, whether statutory or at common law, in, to, and under the following:
 - a. The Assigned Trademarks and all applications, registrations, issuances, extensions, and renewals thereof;
 - b. The goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;
 - c. The right to all claims against third parties for damage and compensation relating to or arising from the use and registration of the Assigned Trademarks, and/or the applications and registrations thereof, with the right to sue for and collect the same;
 - d. Any and all royalties, fees, income, payments, and other proceeds, now or hereafter due or payable, with respect to any and all of the foregoing; and
 - e. All of Assignor's rights, of any kind whatsoever, accruing under any of the foregoing, provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world.
2. Recordation. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of governmental entities or agencies in any other applicable jurisdiction to record and register this Trademark Assignment upon request by Assignee.
3. Amendments. This Trademark Assignment can be modified only by a written instrument signed by authorized representatives of both Parties.

4. Binding Effect. This Trademark Assignment shall be binding upon and inure to the benefit of the Parties, their respective licensees, assignees, and successors.
5. Severability. Should any provision of this Trademark Assignment be invalid or unenforceable, the remaining provisions of this Trademark Assignment shall be valid. In the place of an invalid provision, a valid provision, which comes economically closest to the one actually agreed upon, is presumed to be agreed upon by the Parties.
6. Counterparts. This Trademark Assignment may be executed by the Parties in counterparts, each of which, when executed, shall be deemed an original and shall together constitute a single document. Faxed or scanned copies shall be deemed as originals.
7. Headings. The headings referenced herein are for convenience purposes only, do not constitute a part of this Trademark Assignment, and shall not be deemed to limit or affect any of the provisions hereof.

IN WITNESS WHEREOF, Assignor and Assignee have each caused this Trademark Assignment to be executed and delivered by a duly authorized officer as of the Effective Date.

ASSIGNOR
Echo Lake Industries, Ltd.

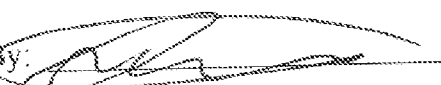
By: 

Name: Joel Ainauchi

Title: E. V. P

Date: Jan/04/2021

ASSIGNEE
Maxess Holdings LLC

By: 

Name: Joel Ainauchi

Title: Member

Date: Jan/04/2021

Schedule A

Mark	Ref.	Country	App. #	Reg. Date	Reg. #	Int. Reg. #	Status
DI PEDARIUS	1644-519	United States	86/105,583	03/31/2015	4,713,423		Registered
EDGE BY LORENZO UOMO	1644-507US	United States	77/949,265	05/24/2011	3,967,398		Registered
GIZA 96	1644-504US	United States	78/771,895	10/31/2006	3,165,244		Registered
LORENZO DONNA	1644-511MX	Mexico	1157108	02/13/2012	1267341		Registered
LORENZO DONNA	1644-522	United States	87/685,852				Pending
LORENZO RAFFINATO	1644-520	United States	86/376,175	01/19/2016	4,890,231		Registered
LORENZO UOMO	1644-501a	Italy	RM200C0005	02/02/2000	886963		Registered
LORENZO UOMO	1644-506US	United States	77/096,896	10/09/2007	3,306,234		Registered
LORENZO UOMO	1644-510MX	Mexico	1157107	02/13/2012	1267340		Registered

LORENZO UOMO	1644-517JP	Japan	2012-047626	02/14/2014	5649776		Registered
LORENZO UOMO	1644-521CA	Canada	1753451	11/09/2018	TMA1008611		Registered
LORENZO UOMO (MP: CN)	1644-508MP(a)	China				1045031	Registered
LORENZO UOMO (MP)	1644-508MP	International				1045031	Registered
PWS PERFECT WHITE SHIRT	1644-515	United States	85/853,780	07/29/2014	4,574,327		Registered
UNPLUGGED	1644-518	United States	86/886,101	03/17/2015	4,702,223		Registered