

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM634886

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
OG Jerseys Inc.		03/02/2021	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Good Goods Merch, LLC		
Street Address:	5000 N. Pkwy Calabasas #200		
City:	Calabasas		
State/Country:	CALIFORNIA		
Postal Code:	91302		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6269020	BEL-AIR ACADEMY	
CORRESPONDENCE DATA			
Fax Number:	6755534779		
<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:	678-553-4778		
Email:	atltrademark@gtlaw.com		
Correspondent Name:	JOEL R. FELDMAN		
Address Line 1:	3333 PIEDMONT RD. NE, SUITE 2500		
Address Line 4:	Atlanta, GEORGIA 30305		
ATTORNEY DOCKET NUMBER:	188556.010100		
NAME OF SUBMITTER:	Joel R. Feldman		
SIGNATURE:	/jrf/		
DATE SIGNED:	03/26/2021		
Total Attachments: 1			
source=U.S. Trademark Assignment BEL-AIR ACADEMY#page1.tif			

CH \$40.00 6269020

U.S. TRADEMARK ASSIGNMENT

WHEREAS, OG Jerseys Inc. ("Assignor"), a Canadian corporation with an address of 92 Veterans Drive, Brampton, Ontario, Canada L7A 3Z7, owns U.S. Trademark Registration No. 6269020 for the mark BEL-AIR ACADEMY in International Class 25 for sports jerseys; athletic wear, namely, pants, shirts, jackets, hats, toques, shoes and gloves (the "Mark"); and

WHEREAS, Good Goods Merch, LLC ("Assignee"), a California limited liability company with an address of 5000 N. Pkwy Calabasas, #200, Calabasas, California 91302, wishes to acquire Assignor's U.S. rights in the Mark, including (i) U.S. Trademark Registration No. 6269020, (ii) the U.S. common-law rights in the mark, (iii) the U.S. goodwill of the business connected to the Mark, and (iv) the right to recover damages and profits for past U.S. infringements of the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all U.S. right, title and interest in and to the Mark, including (i) U.S. Trademark Registration No. 6269020, (ii) the U.S. common-law rights in the Mark, (iii) the portion of the Assignor's U.S. business connected with the use of the Mark and owning the goodwill symbolized by the Mark, and (iv) the right to pursue claims and recover damages and profits for past U.S. infringements of the Mark.

Assignor agrees to execute and deliver at Assignee's request, all additional papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's right, title, and interest in and to the Mark in Assignee and/or to provide evidence to support any of the foregoing if such evidence is deemed necessary by Assignee.

OG Jerseys Inc.

By: _____
Title: _____
Date: _____

S. Marshall
CEO
March 2nd 2021