

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM639892

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Steven Madden, Ltd.		04/02/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Freebird Stores, Inc.		
Street Address:	12655 East 42nd Avenue, Suite 50		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80239		
Entity Type:	Corporation: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5938581	FREEBIRD BY STEVEN	
CORRESPONDENCE DATA			
Fax Number:	2026725399		
<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:	202-672-5300		
Email:	IPDocketing@foley.com		
Correspondent Name:	Norm J. Rich		
Address Line 1:	Foley & Lardner LLP		
Address Line 2:	3000 K Street, N.W., Sixth Floor		
Address Line 4:	Washington, D.C. 20007		
NAME OF SUBMITTER:	Norm J. Rich		
SIGNATURE:	/Norm J. Rich/		
DATE SIGNED:	04/16/2021		
Total Attachments: 2			
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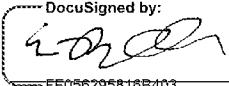
ASSIGNMENT OF TRADEMARKS

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Steven Madden, Ltd.**, a corporation of Delaware, located at 52-16 Barnett Avenue Long Island City, New York 11104 ("**Seller**"), hereby sells, assigns, transfers, and conveys to **Freebird Stores, Inc.**, a corporation of Colorado, located at 12655 East 42nd Avenue, Suite 50, Denver, Colorado 80239 ("**Buyer**"), pursuant to the Trademark Acquisition Agreement dated as of April 2, 2021, by and between Seller and Buyer, all of Seller's right, title, and interest in and to the trademarks set forth on Schedule 1 attached hereto and incorporated by this reference herein, together with the goodwill associated therewith and symbolized thereby, and all claims and causes of action with respect to any of the foregoing, including without limitation all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement or other violation, and all other rights, privileges, and protections of any kind whatsoever of Seller accruing under any of the foregoing provided by any applicable law, treaty, or other international convention.

Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment of Trademarks upon request by Buyer.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks to be executed on this 2nd day of April 2021 by its duly authorized officer.

STEVEN MADDEN, LTD.

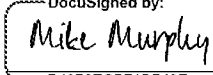
DocuSigned by:
By: 
FF056295816B403...

Name: Edward R. Rosenfeld

Title: Chairman and Chief Executive Officer

AGREED TO AND ACCEPTED:

FREEBIRD STORES, INC.

DocuSigned by:
By: 
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Name: Mike Murphy

Title: Owner / CEO

Schedule 1
Assigned Marks

Trademark Registrations

Country	Mark	Class – Goods	Status	Reg. No.	Reg. Date	Next Renewal Date
United States	FREEBIRD BY STEVEN	25 - Shoes	Registered	5938581	17 Dec 2019	17 Dec 2029
Switzerland	FREEBIRD BY STEVEN	25 – Clothing, footwear, headgear	Registered	656450	21 Mar 2014	13 Mar 2024