

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM655490

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RDLX CO		04/09/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BONTON VENTURES, LLC		
<b>Street Address:</b>	121 W 36th Street, Suite 411		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1680687	THE BON-TON	
<b>Registration Number:</b>	1661242	THE BON-TON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7037877557		
<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>			
<b>Phone:</b>	7037879400		
<b>Email:</b>	trademark@wcc-ip.us		
<b>Correspondent Name:</b>	Robert N. Cook, Whitham & Cook, P.C.		
<b>Address Line 1:</b>	11491 Sunset Hills Road		
<b>Address Line 2:</b>	Suite 340		
<b>Address Line 4:</b>	Reston, VIRGINIA 20190		
<b>NAME OF SUBMITTER:</b>	Robert N. Cook		
<b>SIGNATURE:</b>	/Robert N. Cook/		
<b>DATE SIGNED:</b>	06/23/2021		
<b>Total Attachments: 1</b>			
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OP \$65.00 1680687

## ASSIGNMENT

RDLX CO, a Delaware corporation having an address at 121 W. 36th Street, Suite 411, New York, New York 10018 (hereinafter referred to as the “**Assignor**”), owns the entire and exclusive right, title and interest in and to the following trademark and all goodwill associated therewith (hereinafter collectively referred to as the “**Trademarks**”):

THE BON-TON, U.S. Trademark Registration No. 1680687  
THE BON-TON (Stylized), U.S. Trademark Registration No. 1661242

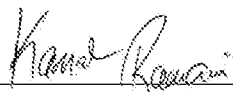
Assignor is desirous of assigning exclusive right, title and interest in and to the Trademarks and all goodwill associated therewith.

BONTON VENTURES, LLC, a Delaware limited liability company with offices located at 121 W 36th Street, Suite 411, New York, N.Y. 10018 (hereinafter referred to as the “**Assignee**”), is desirous of acquiring the entire and exclusive right, title and interest in and to the Trademarks and goodwill associated therewith.

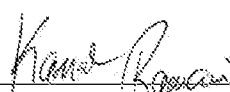
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and quitclaim to Assignee, its successors, assigns and legal representatives, the entire and exclusive right, title and interest in and to the Trademarks and all goodwill associated therewith. Assignor hereby authorizes and requests that the United States Patent and Trademark Office: record this Assignment; transfer to Assignee all ownership and records of ownership of Assignor’s entire right, title and interest in and to the Trademarks and all associated goodwill; and hereafter issue any and all appropriate documents, communications and registrations of the same to and in the name of Assignee.

Dated as of APRIL 9, 2021

RDLX CO

By:   
Name: KAMAL RAMANI  
Title: CFO

BONTON VENTURES, LLC

By:   
Name: KAMAL RAMANI  
Title: CFO