

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM658820

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sterling Jewelers Inc.		06/28/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Signet Jewelers Brands Limited		
Street Address:	Imperial Place 3, Maxwell Road		
City:	Borehamwood, Hertfordshire		
State/Country:	UNITED KINGDOM		
Postal Code:	WD6 1JN		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90268340	CLOSER TOGETHER	
CORRESPONDENCE DATA			
Fax Number:	3034732720		
<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:	3034732710		
Email:	docket@hollandhart.com		
Correspondent Name:	Scott S. Havlick		
Address Line 1:	P.O. Box 8749		
Address Line 2:	Attn: Trademark Docketing		
Address Line 4:	Denver, COLORADO 80201		
ATTORNEY DOCKET NUMBER:	81384.0315		
DOMESTIC REPRESENTATIVE			
Name:	Scott S. Havlick, of Holland & Hart LLP		
Address Line 1:	P.O. Box 8749		
Address Line 2:	Attn: Trademark Docketing		
Address Line 4:	Denver, COLORADO 80201		
NAME OF SUBMITTER:	Scott S. Havlick		
SIGNATURE:	/Scott Havlick/		

CH \$40.00 90268340

DATE SIGNED:	07/08/2021
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Total Attachments: 2
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TRADEMARK ASSIGNMENT

This assignment of trademark rights ("Trademark Assignment"), with an effective date of May 18, 2021 (the "Effective Date"), by and between Sterling Jewelers Inc., a Delaware Corporation having an address at 375 Ghent Road, Akron, Ohio, United States of America 44333 ("Assignor") and Signet Jewelers Brands Limited, a Private Limited Company having an address at Imperial Place 3, Maxwell Road, Borehamwood, Hertfordshire, United Kingdom WD61JN ("Assignee").

WHEREAS, Assignor is the owner of the following trademark application ("Trademark"):

COUNTRY	TRADEMARK	REGISTRATION NO.	APPLICATION NO.	CLASS
United States of America	CLOSER TOGETHER	n/a	90268340	14, 35

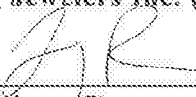
WHEREAS, Assignee seeks to acquire the entire right, title, and interest in and to the Trademark, together with the goodwill of the business associated with and symbolized by the Trademark;

NOW, THEREFORE, for and in consideration of the above Recitals, Ten U.S. Dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, all of the present and future right, title and interest to the Trademark, together with the goodwill of the business associated with and symbolized by the Trademark, and together with the right to sue for past infringement and to collect all damages or profits for past infringement, dilution, unfair competition and counterfeiting of the Trademark for its own use and benefits. Assignor further transfers, assigns, and sets over unto Assignee, its successors and assigns, all of Assignor's right, title and interest in, to and under all existing license agreements between Assignor and third parties related to the Trademark. We hereby agree that any and all procedures shall be taken solely by the said assignee in regard to the assignment of the above-referenced Trademark.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Assignment to be executed by their authorized representatives.

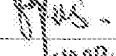
Dated: June 28, 2021

Sterling Jewelers Inc. (Assignor)

Signed: 
Name: Jeremy Rine
Title: Vice President and Associate General Counsel

Dated: JULY 20 2021

Signet Jewelers Brands Limited (Assignee)

Signed: 
Name: Sam Harris
Title: General Counsel (US & Canada)