

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM662550

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Thibiant Beverly Hills, LLC		06/22/2021	Limited Liability Company: UNITED STATES
RECEIVING PARTY DATA			
Name:	True North Brands, LLC		
Street Address:	2000 N. Racine Avenue		
Internal Address:	Suite 3100		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60614		
Entity Type:	Limited Liability Company: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	90399547	THIBIANT	
Registration Number:	2132032	AIDA THIBIANT	
Registration Number:	2681542	THIBIANT BEVERLY HILLS	
Registration Number:	4354072	THIBIANT BEVERLY HILLS	
CORRESPONDENCE DATA			
Fax Number:	703-816-40		
<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:	703-816-4003		
Email:	nixonptomail@nixonvan.com		
Correspondent Name:	NIXON & VANDERHYE P.C.		
Address Line 1:	901 North Glebe Road, 11th Floor		
Address Line 2:	Donna J. Bunton		
Address Line 4:	Arlington, VIRGINIA 22203		
NAME OF SUBMITTER:	Donna J. Bunton		
SIGNATURE:	/Donna J. Bunton/		
DATE SIGNED:	07/26/2021		
Total Attachments: 2			

OP \$115.00 90399547

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ASSIGNMENT

WHEREAS, Thibiant Beverly Hills, LLC, a limited liability company of Delaware, having a place of business at 449 N. Canon Drive, Beverly Hills, California 90210 (hereinafter referred to as "Thibiant"), is the owner of the marks AIDA THIBIANT and THIBIANT BEVERLY HILLS and Registration Nos. 2132032, 2681542 and 4354072 of those marks, and has intended to use the mark THIBIANT in commerce and filed Application Serial No. 90399547 indicating that intention, but has not filed an allegation of use under Section 1(c) or 1(d) of the Trademark Act. Thibiant is assigning the mark covered by pending Application Serial No. 90399547 as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060; and

WHEREAS, True North Brands, LLC, a limited liability company of Nevada and parent company to subsidiary Thibiant, having a place of business at 2000 N. Racine Avenue, Suite 3100, Chicago, Illinois 60614 (hereinafter referred to as "True North"), has acquired all of Thibiant's rights, title and interest in and to the marks AIDA THIBIANT, THIBIANT BEVERLY HILLS and THIBIANT, the goodwill symbolized thereby, and the United States registrations and application for those marks.

NOW, THEREFORE, pursuant to that certain Intercompany Asset Transfer and License Agreement dated August 5, 2019 and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Thibiant confirms that it sold, assigned, transferred and conveyed and does hereby sell, assign, transfer and convey to True North all right, title and interest in and to the marks AIDA THIBIANT, THIBIANT BEVERLY HILLS and THIBIANT, the goodwill symbolized thereby, and United States

Registration Nos. 2132032, 2681542 and 4354072 and Application Serial No. 90399547
for said marks.

THIBIANT BEVERLY HILLS, LLC

By: 

Name: Michael G. Vitek

Title: Manager of True North Brands, LLC, the
Manager of Thibiant Beverly Hills, LLC

Date: 06/22/2021