

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM675958

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NWHL Holdings, LLC		06/10/2021	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	NWHL, LLC		
Street Address:	20888 Ashley Way		
City:	Saratoga		
State/Country:	CALIFORNIA		
Postal Code:	95070		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4906135	BUFFALO BEAUTS	
Registration Number:	5655814	BUFFALO BEAUTS	
Registration Number:	5638076	BEAUTS	
Registration Number:	5661523	BEAUTS	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	bnatter@haugpartners.com		
Correspondent Name:	Ben Natter		
Address Line 1:	745 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10151		
NAME OF SUBMITTER:	Juan Villazon		
SIGNATURE:	/Juan Villazon/		
DATE SIGNED:	09/22/2021		
Total Attachments: 3			
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OP \$115.00 4906135

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this “**Assignment**”), dated as of June 10, 2021, is by and between NWHL Holdings, LLC, a New York limited liability company (“**Assignor**”) and NWHL, LLC, a Delaware limited liability company (“**Assignee**”).

WHEREAS, Assignor is the owner of all right, title, and interest in and to certain registered and common law marks and associated goodwill, including, without limitation, those set forth on **Exhibit A** attached hereto and made a part hereof (the “**Marks**”);

WHEREAS, Assignor desires to assign the Marks to Assignee, and Assignee desires to accept assignment of the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, and to its successors and assigns, the entire right, title, and interest, throughout the world, in and to the Marks, and the right to apply for trademark registrations and renewals thereof, together with the goodwill associated with the Marks, and together with all rights to sue and recover for any past infringements of the Marks, and Assignee acknowledges receipt of the entire right, title, and interest in and to the Marks.

This Assignment may be executed in one or more counterparts, all of which together shall constitute a single document. Counterparts of this Assignment (or applicable signature pages hereof) that are manually signed and delivered by facsimile transmission or PDF file shall be deemed to constitute signed original counterparts hereof and shall bind the parties signing and delivering in such manner.

[Signature Page Follows.]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment on the days and years set forth below.

ASSIGNOR

NWHL HOLDINGS, LLC

DocuSigned by:
Dani Rylan Kearney

By: _____
Name: Dani Rylan Kearney
Title: Manager
Date: June 10, 2021

ACKNOWLEDGED

ASSIGNEE

NWHL, LLC



DocuSigned by:
Hillel Frankel

By: _____
Name: Hillel Frankel
Title: Director, duly authorized
Date: June 10, 2021

Exhibit A

Marks

Trademarks:

Trademark	Goods and/or Services
<p>Registration Number: 4906135</p> <p>BUFFALO BEAUS</p>	<p>Entertainment in the nature of hockey games.</p>
<p>Registration Number: 5655814</p> <p>BUFFALO BEAUS</p>	<p>Hats; Hoodies; Jerseys; Leggings; One-piece garments for children; Shirts; Sports bra; Sweatshirts; Tank tops.</p>
<p>Registration Number: 5638076</p> 	<p>Entertainment in the nature of hockey games.</p>
<p>Registration Number: 5661523</p> 	<p>Hats; Hoodies; Jerseys; Leggings; One-piece garments for children; Shirts; Sports bra; Sweatshirts; Tank tops.</p>