

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM704724

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hilldon Corporation		12/06/2021	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	JSG Et Ochs LLC		
Street Address:	475 10th Avenue, 11th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5747833	CUSHNIE	
Registration Number:	5705520	CUSHNIE	
Registration Number:	5418966	CUSHNIE ET OCHS	
Serial Number:	90795739	CUSHNIE ET OCHS	
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:	pto@sillscummis.com		
Correspondent Name:	Stanley Seuradge		
Address Line 1:	101 Park Avenue		
Address Line 4:	New York, NEW YORK 10178		
NAME OF SUBMITTER:	StanleySeuradge		
SIGNATURE:	/StanleySeuradge/		
DATE SIGNED:	01/26/2022		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), effective as of December 6, 2021 (the "Effective Date"), is made by Hilldun Corporation, a New York corporation ("Assignor"), in favor of JSG Et Ochs, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the United States trademarks listed on Schedule A attached hereto (the "Trademarks"), all applications and registrations pertaining thereto and all common law rights associated therewith, together with all goodwill arising from the use of and symbolized by such Trademarks.

WHEREAS, Assignee and Assignor are parties to an Asset Sale Agreement, dated as of even date (the "Asset Sale Agreement"), pursuant to which, among other things, the obligations of Assignee to consummate the transactions under the Asset Sale Agreement are conditioned in part on Assignee's execution and delivery of this Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby agrees as follows:

Assignor hereby sells, conveys, transfers, assigns and delivers to Assignee, its successors and assigns, all of Assignor's entire right, title and interest in and to the Trademarks, including all trademark applications and registrations therefor, any common law rights to such Trademarks, the goodwill of the business appurtenant to and associated with the Trademarks and which is symbolized thereby, as well as any renewals thereof, all income, royalties, damages, and payments now or hereafter due or payable with respect to the Trademarks, all claims and causes of action in law and/or equity and the right to sue, counterclaim, recover, collect and retain any proceeds for past, present, and future infringement, misappropriation, or dilution of the rights assigned to Assignee hereunder, and all other rights corresponding thereto, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be held, used and enjoyed as fully and entirely as said rights would have been held, used and enjoyed by Assignor had this Assignment not been made.

Assignor agrees to immediately cease using the Trademarks and further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents regarding the rights assigned, transferred and sold herein, as reasonably requested by Assignee or its successors or assigns.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of the Effective Date.

ASSIGNOR:

HILLDUN CORPORATION

By: 

Name:

Title:

[Signature Page to Trademark Assignment]

Schedule A to Trademark Assignment

Mark	App./Reg. No.	Filing/Reg. Date
CUSHNIE	5,747,833	07-May-2019
CUSHNIE	5,705,520	19-Mar-2019
CUSHNIE ET OCHS	5,418,966	06-Mar-2018
CUSHNIE ET OCHS	90795739	25-Jun-2021