

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM706621

<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>
Nobukazu F. Shioya		02/04/2022	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	W Brands LLC		
<b>Street Address:</b>	195 Plymouth Street		
<b>City:</b>	Brooklyn		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11201		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6475087	WHAT WE DO IS SECRET	
<b>Registration Number:</b>	5542179	MESSY SEXY	
<b>Registration Number:</b>	4951378	MONOSCENT	
<b>Registration Number:</b>	4633264	MADE IN HEAVEN	
<b>Serial Number:</b>	88675035	WHAT WE DO IN PARIS IS SECRET	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2033276401		
<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>	203-327-4500		
<b>Email:</b>	trademark@ogrp.com		
<b>Correspondent Name:</b>	Terrence J. McAllister		
<b>Address Line 1:</b>	OHLANDT, GREELEY, RUGGIERO & PERLE, L.L.P.		
<b>Address Line 2:</b>	ONE LANDMARK SQUARE, 10TH FLOOR		
<b>Address Line 4:</b>	STAMFORD, CONNECTICUT 06901-2682		
<b>ATTORNEY DOCKET NUMBER:</b>	651.0031USG/651		
<b>NAME OF SUBMITTER:</b>	Terrence J. McAllister		
<b>SIGNATURE:</b>	/Terrence J. McAllister/		
<b>DATE SIGNED:</b>	02/04/2022		

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**Total Attachments: 2**

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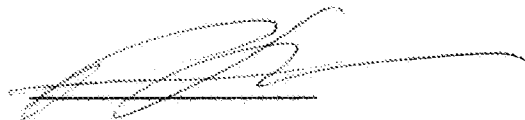
## ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Nobukazu F. Shioya**, an individual, with an address at 453 Palmer Avenue, Mamaroneck, New York 10543, (hereinafter referred to as "Assignor"), is the owner of the use-based US trademark registrations and pending trademark application set forth in the attached Schedule A which is incorporated herein by reference. The Assignor hereby assigns, sells, and transfers to **W Brands LLC**, a Limited Company organized and existing under the laws of Delaware and having its place of business at 195 Plymouth Street, Brooklyn, New York 11201 (hereinafter referred to as "Assignee") the entire right, title and interest in and to the trademarks, application and registrations set forth in attached Schedule A, together with the goodwill symbolized by the trademark. This Assignment includes rights of protection to the same throughout the world, including any trademark rights that may result therefrom; said trademark and registration(s) to be held and enjoyed by said Assignee for its own use and behalf and for the use and behalf of its successors and assigns, to the full end of the term of the registration(s) or other rights of protection may be granted as fully and as entirely as the same would have been held and enjoyed by me had the assignment not been made.

ASSIGNOR COVENANTS that it has a full and unencumbered title to the mark hereby assigned, and that it has the right to grant such rights to said trademark and that it will, at any time upon request without further compensation, execute and deliver any and all papers or instruments that, in the opinion of the Assignee, may be necessary or desirable to secure said Assignee the full enjoyment of the rights and properties herein conveyed or intended to be conveyed by this instrument.

IN WITNESS WHEREFORE, the Assignor has hereunto set its hand and seal:

Nobukazu F. Shioya



Date: February 4, 2022

**SCHEDULE A**

<u>MARK</u>	<u>Registration No.</u>	<u>Registration Date</u>
WHAT WE DO IS SECRET	6475087	9/7/21
MESSY SEXY	5542179	8/14/18
MONOSCENT	4951378	5/3/16
MADE IN HEAVEN	4633264	11/4/14

<u>MARK</u>	<u>Appl. No.</u>	<u>Appl.Date</u>
WHAT WE DO IN PARIS IS SECRET	88675035	10/13/19