

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM727502

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/01/2022		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Forever Bride, Inc.		05/11/2022	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	David's Bridal, LLC		
Street Address:	1001 Washington Street		
City:	Conshohocken		
State/Country:	PENNSYLVANIA		
Postal Code:	19428		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4835288	FOREVER BRIDE	
Registration Number:	5426883	WHITEBOOK	
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>			
Phone:	9086052120		
Email:	lreppert@rkvfirm.com		
Correspondent Name:	Lisa Reppert		
Address Line 1:	110 Allen Rd Suite 208		
Address Line 4:	Basking Ridge, NEW JERSEY 07920		
ATTORNEY DOCKET NUMBER:	DB-Forever Bride Assgnmts		
NAME OF SUBMITTER:	Lisa Reppert		
SIGNATURE:	/Lisa Reppert/		
DATE SIGNED:	05/12/2022		
Total Attachments: 1			
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OP \$65.00 4835288

ASSIGNMENT

WHEREAS, Forever Bride, Inc., a Minnesota corporation having an office at 8401 73rd Avenue North, suite 86, Brooklyn Park, Minnesota 55428 (referred to herein as "FBI") is the owner of certain trademarks registered with the United States Patent and Trademark Office; and

WHEREAS, DAVID'S BRIDAL, LLC, a Florida limited liability company having an office and principal place of business located at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "DBL") purchased the intellectual property belonging to FBI pursuant to an asset purchase agreement; and

WHEREAS, FBI now seeks to transfer to DBL all trademarks registered under the name of FBI, including but not limited to all pending applications as well as the registration/serial numbers listed below:

Registration Numbers:
4835288 and 5426883

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, receipt and adequacy of which is hereby acknowledged, FBI has assigned, effective February 1, 2022 (the "Effective Date"), unto DBL, its successors and assigns, all of its right, title and interest in and to the above referenced Trademarks, together with the goodwill symbolized by the Trademarks and all rights and remedies for any infringement of the Trademarks. FBI further assigns to DBL, its successors and assigns, all rights arising out of FBI's use of the Trademarks prior to the date of this Assignment, and all rights arising out of FBI's use of the Trademarks under any license to DBL after the date of this Assignment.

IN WITNESS WHEREOF, Forever Bride Inc. has caused this Assignment to be executed this 11 day of May, 2022.

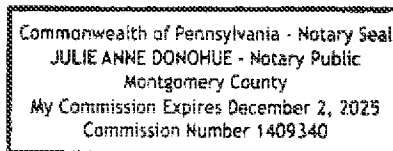
FOREVER BRIDE, INC.

By: *Ashley Hawks Patterson*

STATE OF PA

COUNTY OF Montgomery

SS:



On the 11 day of May, 2022 personally appeared Ashley Hawks Patterson, CEO of Forever Bride, Inc. and acknowledged the foregoing to be their free act and deed and the free act and deed of said corporation, before me.

Julie Anne Donohue

Notary Public

My commission expires:

12/2/25