

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM749514

<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>
Missguided (IP) Limited		08/15/2022	Corporation: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SDI (Retail Co 13) Limited		
<b>Street Address:</b>	Unit A, Brook Park East		
<b>City:</b>	Shirebrook		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	NG20 8RY		
<b>Entity Type:</b>	Private Limited Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5299084	MISSGUIDED	
<b>Registration Number:</b>	5760358	BABE POWER	
<b>Registration Number:</b>	5630479	SHOENIVERSE	
<b>Registration Number:</b>	5630480	SHOENIVERSE	
<b>Registration Number:</b>	5404225	MISCHV	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7344184213		
<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>	7344184212		
<b>Email:</b>	trademark@honigman.com		
<b>Correspondent Name:</b>	Angela Alvarez Sujek		
<b>Address Line 1:</b>	39400 Woodward Ave # 101		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304		
<b>ATTORNEY DOCKET NUMBER:</b>	274646514863		
<b>NAME OF SUBMITTER:</b>	Angela Alvarez Sujek		
<b>SIGNATURE:</b>	/angela alvarez sujek/		
<b>DATE SIGNED:</b>	08/18/2022		

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**Total Attachments: 2**

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**CONFIRMATORY ASSIGNMENT DOCUMENT**

The undersigned:

**Missguided (IP) Limited**, a company organised and existing under the laws of England & Wales with its head office at 75 Trafford Wharf Road, Trafford Park, Manchester, Lancashire, M17 1ES, United Kingdom (hereinafter referred to as 'the Assignor').

And

**SDI (Retail Co 13) Limited**, a company organised and existing under the laws of England & Wales with its head office at Unit A, Brook Park East, Shirebrook, NG20 8RY, United Kingdom (hereinafter referred to as 'the Assignee').

**WHEREAS**

- a) The Assignor is the proprietor of the trade marks in the United States of America shown below (hereinafter referred to as 'the Trade Marks');

Trade Mark	Trade Mark Number	Class
MISSGUIDED	5299084	3, 9, 14, 18, 25, 35
MENNACE	87018020	3, 9, 14, 18, 25, 25
BABE POWER	5760358	3
RE_STYLD	90589838	25, 35
SHOENIVERSE	5630479	25
SHOENIVERSE	5630480	35
MISCHV	5404225	3, 9, 14, 18, 25, 25

And

- b) The Assignor and the Assignee have agreed that the Trade Marks shall be assigned and transferred to the Assignee with an effective date of 31 May 2022

**THEREFORE, THIS DOCUMENT CONFIRMS:**

For consideration of £1.00, of which the Assignor confirms receipt, the Assignor hereby assigns and transfers to the Assignee all right, title and interest, together with the goodwill connected with the use of and symbolized by the Trade Marks and all rights to sue for and collect damages from past, present and future infringement of the said Trade Marks in respect of the goods for which the Trade Marks are registered. The effective date of this assignment is 31 May 2022.

The Assignee hereby confirms acceptance of the assignment and transfer as aforesaid.

**For and on behalf of the Assignor**

SIGNED at Manchester this 15th day of August 2022 on behalf of the Assignor by the undersigned authorized representative:

SIGNATURE: *R Ellis*  
Assignor: Missguided (IP) Limited

**For and on behalf of the Assignee**

SIGNED at Shirebrook this 15th day of August 2022 on behalf of the Assignee by the undersigned authorized representative:

SIGNATURE: *Dotun Adegoke*  
Assignor: SDI (Retail Co 13) Limited