

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM783862

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900732439		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SR Holdings, LLC		06/28/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HBI Branded Apparel Enterprises, LLC		
<b>Street Address:</b>	1000 East Hanes Mill Road		
<b>City:</b>	Winston-Salem		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27105		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3724951	CHAMPION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3366077500		
<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>	336-607-7300		
<b>Email:</b>	tmadmin@kilpatricktownsend.com		
<b>Correspondent Name:</b>	Laura Miller		
<b>Address Line 1:</b>	1001 W. Fourth Street		
<b>Address Line 4:</b>	Winston-Salem, NORTH CAROLINA 27101		
<b>ATTORNEY DOCKET NUMBER:</b>	1270166		
<b>NAME OF SUBMITTER:</b>	Laura Miller, NC Bar Member		
<b>SIGNATURE:</b>	/laura miller/		
<b>DATE SIGNED:</b>	02/01/2023		
<b>Total Attachments: 5</b>			
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900732439 11/16/2022

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM768213

<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>
SR Holdings, LLC		06/28/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HBI Branded Apparel Enterprises, LLC		
<b>Street Address:</b>	1000 East Hanes Mill Road		
<b>City:</b>	Winston-Salem		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27105		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3724951	CHAMPION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3366077500		
<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>	336-607-7300		
<b>Email:</b>	tmadmin@kilpatricktownsend.com		
<b>Correspondent Name:</b>	Laura Miller		
<b>Address Line 1:</b>	1001 W. Fourth Street		
<b>Address Line 4:</b>	Winston-Salem, NORTH CAROLINA 27101		
<b>NAME OF SUBMITTER:</b>	Laura Miller, NC Bar Member		
<b>SIGNATURE:</b>	/laura miller/		
<b>DATE SIGNED:</b>	11/16/2022		
<b>Total Attachments: 4</b>			
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OP \$40.00 3724951

**SCHEDULE A:**

**SHORT FORM OF TRADEMARK ASSIGNMENT**  
**US Trademark Registration No. 3,724,951**

**June 28, 2022**

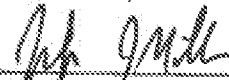
WHEREAS SR Holdings, LLC, a limited liability company organized and existing under the laws of Delaware (the "Assignor"), is the owner of all right, title and interest in and to U.S. Trademark Registration No. 3,724,951 for CHAMPION for footwear (the "Mark") together with the business and goodwill appurtenant thereto; and

WHEREAS, pursuant to that certain Trademark Acquisition Agreement made and entered into as of June 28, 2022 by and between Assignor, Keds, LLC, and HBI Branded Apparel Enterprises, LLC, a limited liability company organized and existing under the laws of Delaware ("Assignee"), Assignee is acquiring substantially all of Assignor's business and goodwill appurtenant to the Mark, and Assignor has agreed to assign the Mark to Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, sells and transfers to Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the right to sue and recover damages and profits for all past, present, and future third-party infringements, if any.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by its officer thereunto duly authorized as of the date first written above.

SR HOLDINGS, LLC

By: 

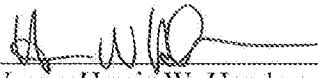
Name: Jennifer J. Miller

Title: Vice President and Assistant Secretary

*[Signature Page to Short Form of Trademark Assignment (US)]*

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by its officer thereunto duly authorized as of the date first written above.

**HBI BRANDED APPAREL ENTERPRISES,  
LLC**

By:   
Name: Harris W. Henderson  
Title: Vice President

*[Signature Page to Short Form of Trademark Assignment (US)]*

**TRADEMARK**  
**REEL: 007950 FRAME: 0411**

# NOTARIAL ACKNOWLEDGEMENT

STATE OF Michigan )  
 ) ss.:  
COUNTY OF Kent )

On this 28<sup>th</sup> day of June 2022 before me personally appeared Jennifer J. Miller, to me known, who, being by me duly sworn, did depose and say that she is the Vice President and Assistant Secretary of SR HOLDINGS, LLC, the Assignor described in and which executed the foregoing Short Form of Trademark Assignment - US Trademark Registration No. 3,724,951; and that (s)he signed his/her name thereto pursuant to the authorization of said Assignor.

Sarah M. Smith  
Notary Public

STAMP AND SEAL

