

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM793132

|                                   |   |                           |                                     |
|-----------------------------------|---|---------------------------|-------------------------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT                                  |                           |                                     |
| <b>NATURE OF CONVEYANCE:</b>      | SECURITY INTEREST                               |                           |                                     |
| <b>CONVEYING PARTY DATA</b>       |   |                           |                                     |
| <b>Name</b>                       | <b>Formerly</b>                                 | <b>Execution Date</b>     | <b>Entity Type</b>                  |
| Shinola/Detroit, LLC              |   | 02/28/2023                | Limited Liability Company:<br>TEXAS |
| <b>RECEIVING PARTY DATA</b>       |   |                           |                                     |
| <b>Name:</b>                      | ZUP BMC Investment LLC, as Administrative Agent |                           |                                     |
| <b>Street Address:</b>            | 1074 Woodward Avenue                            |                           |                                     |
| <b>City:</b>                      | Detroit   |                           |                                     |
| <b>State/Country:</b>             | MICHIGAN  |                           |                                     |
| <b>Postal Code:</b>               | 48226   |                           |                                     |
| <b>Entity Type:</b>               | Limited Liability Company: MICHIGAN             |                           |                                     |
| <b>PROPERTY NUMBERS Total: 35</b> |   |                           |                                     |
| <b>Property Type</b>              | <b>Number</b>                                   | <b>Word Mark</b>          |                                     |
| <b>Registration Number:</b>       | 4515228   | ARGONITE                  |                                     |
| <b>Registration Number:</b>       | 6308353   | BIXBY                     |                                     |
| <b>Registration Number:</b>       | 4978468   | BLACK BLIZZARD            |                                     |
| <b>Registration Number:</b>       | 5062205   | DETROIT ARROW             |                                     |
| <b>Registration Number:</b>       | 2900724   | DETROLA                   |                                     |
| <b>Registration Number:</b>       | 6428651   | DETROLA                   |                                     |
| <b>Registration Number:</b>       | 5728001   | GOMELSKY                  |                                     |
| <b>Registration Number:</b>       | 5301230   | LET'S ROLL UP OUR SLEEVES |                                     |
| <b>Registration Number:</b>       | 5236918   |                           |                                     |
| <b>Registration Number:</b>       | 6707299   | RAMBLER                   |                                     |
| <b>Registration Number:</b>       | 5956354   | RAYL'S                    |                                     |
| <b>Registration Number:</b>       | 5218719   | RUNWELL                   |                                     |
| <b>Registration Number:</b>       | 4896036   | RUNWELL                   |                                     |
| <b>Registration Number:</b>       | 6511796   | SEA CREATURES             |                                     |
| <b>Registration Number:</b>       | 6880372   | SHINOLA                   |                                     |
| <b>Registration Number:</b>       | 4440501   | SHINOLA                   |                                     |
| <b>Registration Number:</b>       | 4813040   | SHINOLA                   |                                     |
| <b>Registration Number:</b>       | 4727867   | SHINOLA                   |                                     |
| <b>Registration Number:</b>       | 5082445   | SHINOLA                   |                                     |
|                                   |   | <b>TRADEMARK</b>          |                                     |

OP \$890.00 4515228

| Property Type        | Number   | Word Mark             |
|----------------------|----------|-----------------------|
| Registration Number: | 4646055  | SHINOLA               |
| Registration Number: | 4708921  | SHINOLA               |
| Registration Number: | 5299917  | SHINOLA               |
| Registration Number: | 5210008  | SHINOLA               |
| Registration Number: | 5751545  | SHINOLA               |
| Registration Number: | 5424012  | SHINOLA               |
| Registration Number: | 5728218  | SHINOLA               |
| Registration Number: | 4553398  | THE FOUNDRY           |
| Registration Number: | 5397108  | THE RUNWELL           |
| Registration Number: | 6695274  | SHINOLA               |
| Registration Number: | 5405470  | SHINOLA               |
| Registration Number: | 5048105  | SHINOLA ARROW DETROIT |
| Registration Number: | 5161352  | THE BIRDY             |
| Registration Number: | 6169908  | THE BRAKEMAN          |
| Registration Number: | 5443807  | THE CANFIELD          |
| Serial Number:       | 97288053 | SHINOLA               |

#### CORRESPONDENCE DATA

Fax Number:

*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.*

Phone: 612-340-2600

Email: IP.Docket@dorsey.com

Correspondent Name: Jeffrey R. Cadwell DORSEY & WHITNEY LLP

Address Line 1: 50 South Sixth Street, Suite 1500

Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER: 505249-00001 JRC

NAME OF SUBMITTER: Jeffrey R. Cadwell

SIGNATURE: /Jeffrey R. Cadwell/

DATE SIGNED: 03/09/2023

#### Total Attachments: 45

source=[Bedrock] Patent and Trademark Security Agreement#page1.tif  
source=[Bedrock] Patent and Trademark Security Agreement#page2.tif  
source=[Bedrock] Patent and Trademark Security Agreement#page3.tif  
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This agreement and the rights and obligations evidenced hereby are subordinate in the manner and to the extent set forth in that certain Subordination and Intercreditor Agreement (as the same may be amended, restated, supplemented or otherwise modified from time to time pursuant to the terms thereof, the "Subordination Agreement") dated as of hereof among Bedrock Manufacturing Company, LLC, Shinola/Detroit, LLC, the other Loan Parties party thereto, the subordinated creditors party thereto (the "Subordinated Creditors") and JPMorgan Chase Bank, N.A. ("Senior Creditor"), to the indebtedness (including interest) owed by the Loan Parties pursuant to that certain Amended and Restated Credit Agreement dated as of April 22, 2022 among the Borrowers, the other Loan Parties, Senior Creditor and the Lenders from time to time party thereto, and the other Senior Debt Documents (as defined in the Subordination Agreement), as such Amended and Restated Credit Agreement and such Senior Debt Documents have been and hereafter may be amended, restated, supplemented or otherwise modified from time to time and to indebtedness refinancing the indebtedness under such agreements as contemplated by the Subordination Agreement; and each party to this agreement, by its acceptance hereof, irrevocably agrees to be bound by the provisions of the Subordination Agreement.

## **PATENT AND TRADEMARK SECURITY AGREEMENT**

THIS PATENT AND TRADEMARK SECURITY AGREEMENT (this "Agreement") is entered into as of February 28, 2023 by and among Bedrock Manufacturing Company, LLC, a Texas limited liability company ("Borrower"), Shinola/Detroit, LLC, a Texas limited liability company, ("Shinola") Shinola IP, LLC, a Texas limited liability company ("IP"), Bedrock Brands, LP, a Texas limited partnership ("Bedrock Brands"), and Shinola Hotel Operations, LLC, a Texas limited liability company ("Hotels", and together with the Borrower, Shinola, IP, Bedrock Brands, each a "Grantor", and collectively, the "Grantors"), and ZUP BMC Investment LLC, (the "Administrative Agent") for the lenders party to the Credit Agreement referred to below.

### **Recitals**

A. The Borrower, the other Loan Parties party thereto, and the lenders party thereto (the "Lenders") and the Administrative Agent are entering into a Second Lien Credit Agreement dated as of the date hereof (as it may be amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement").

B. In connection with the Credit Agreement, the Grantors are entering into that certain Second Lien Pledge and Security Agreement dated as of the date hereof (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement") with the Administrative Agent.

C. Pursuant to the terms of the Security Agreement, each Grantor pledged, assigned and granted to the Administrative Agent a security interest in substantially all of the personal property of such Grantor, including all right, title and interest of such Grantor in, to and under all now owned and hereafter acquired Patents (as defined in the Security Agreement), Trademarks (as defined in the Security Agreement), and all products and proceeds thereof, to secure the prompt and complete payment and performance of the Obligations (as defined in the Credit Agreement).

D. Pursuant to the terms of the Security Agreement, the Grantors are required to execute and deliver this Agreement to the Administrative Agent.

### **Agreement**

In consideration of the recitals set forth above and the mutual agreements contained herein and in the Credit Agreement and other Loan Documents (as defined in the Credit Agreement), each Grantor hereby grants to the Administrative Agent, for the benefit of the Lenders, to secure the Obligations, a

continuing security interest in all of such Grantor's right, title and interest in, to and under the following, whether now owned by or owing to, or hereafter acquired by or arising in favor of such Grantor (including any trade name or derivations thereof):

- (1) each trademark and trademark application, including without limitation, each trademark and trademark application referred to in Schedule 1 attached hereto, together with any reissues, continuations or extensions thereof and all goodwill associated therewith;
- (2) each trademark license of any Grantor, as licensee, together with all goodwill associated therewith;
- (3) all products and proceeds of the foregoing, including without limitation, any claim by the Grantor against third parties for past, present or future infringement of any trademark, including without limitation, any trademark referred to in Schedule 1 attached hereto, any trademark issued pursuant to a trademark application referred to in Schedule 1 and any trademark licensed under any trademark license of any Grantor, as licensee (items 1 through 3 being herein collectively referred to as the "Trademark Collateral");
- (4) each patent and patent application, including without limitation, each patent and patent application referred to in Schedule 2 attached hereto, together with any reissues, continuations or extensions thereof and all goodwill associated therewith;
- (5) each patent license, including without limitation, each patent license listed on Schedule 2 attached hereto, together with all goodwill associated therewith; and
- (6) all products and proceeds of the foregoing, including without limitation, any claim by the Grantor against third parties for past, present or future infringement of any patent, including without limitation, any patent referred to in Schedule 2 attached hereto, any patent issued pursuant to a patent application and any patent licensed under any patent license listed on Schedule 2 attached hereto (items 4 through 6 being herein collectively referred to as the "Patent Collateral").

The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement; provided, however, that nothing in this Agreement shall expand, limit or otherwise modify the security interests granted pursuant to the Security Agreement. Each Grantor acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the security interests in the Trademark Collateral and the Patent Collateral made and granted hereby are more fully set forth in the Credit Agreement and the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the Security Agreement, the terms of the Security Agreement shall govern. All capitalized terms used but not defined herein shall have the respective meanings ascribed thereto in the Security Agreement or the Credit Agreement, as applicable.

This Agreement is shall be governed by, and construed in accordance with, the internal laws (and not the law of conflicts) of the State of New York.

[Signature page follows]

IN WITNESS WHEREOF, the parties hereto have executed this Patent and Trademark Security Agreement as of the date first set forth above.

**GRANTORS:**

BEDROCK MANUFACTURING COMPANY, LLC  
SHINOLA/DETROIT, LLC  
SHINOLA IP, LLC  
BEDROCK BRANDS, LP

By: Michele Santana

Name: Michele Santana

Title: Chief Financial Officer of each of the above, on behalf of each of the above

SHINOLA HOTEL OPERATIONS, LLC

By: \_\_\_\_\_

Name: Awenate Cobbina

Title: President

*Signature Page to Patent and Trademark Security Agreement*

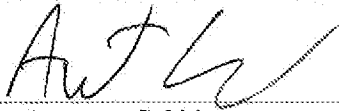
IN WITNESS WHEREOF, the parties hereto have executed this Patent and Trademark Security Agreement as of the date first set forth above.

GRANTORS:

BEDROCK MANUFACTURING COMPANY, LLC  
SHINOLA/DETROIT, LLC  
SHINOLA IP, LLC  
BEDROCK BRANDS, LP

By: \_\_\_\_\_  
Name: Michele Santans  
Title: Chief Financial Officer of each of the above, on behalf  
of each of the above

SHINOLA HOTEL OPERATIONS, LLC

By:  \_\_\_\_\_  
Name: Awenate Cobbina  
Title: President

ZUP BMC INVESTMENT LLC, as Administrative

Agent DocuSigned by:

By: Matthew Rizik

Name: Matthew Rizik

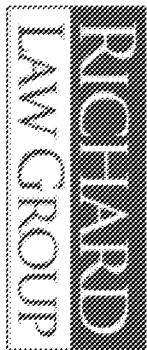
Title: Authorized Representative



**SCHEDULE 1**  
**to**  
**PATENT AND TRADEMARK SECURITY AGREEMENT**

TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

[See attached.]



Monday, February 27, 2023

# Trademark List Report

Page 1 of 1

TRADEMARK  
REEL: 007998 FRAME: 0063

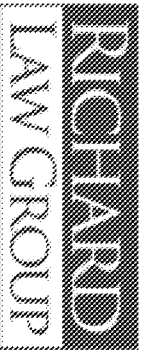
| Trademark Name                      | Case Number | Sub Case    | Application Number | Publication Number | Registration Number | Status       | Mark Type   |
|-------------------------------------|-------------|-------------|--------------------|--------------------|---------------------|--------------|-------------|
| Country Name                        | Case Type   | Filing Date | Publication Date   | Registration Date  | Status Date         | Next Renewal |             |
| ARGONITE                            | 20989       |             | 85595195           |                    | 4515228             | Registered   |             |
| United States of America            | ORD         | 11-Apr-2012 | 04-Sep-2012        | 15-Apr-2014        |                     | Registered   | 15-Apr-2024 |
| <b>Owner:</b> Shinola/Detroit, LLC  |             |             |                    |                    |                     |              |             |
| <b>Client:</b> Shinola/Detroit, LLC |             |             |                    |                    |                     |              |             |
| <b>Agent:</b>                       |             |             |                    |                    |                     |              |             |
| <b>Attorneys:</b> MBR,KB            |             |             |                    |                    |                     |              |             |

**Goods:** 14 Int. First Use Date: 07/01/2013 First Use In Commerce: 07/01/2013  
Matches and watch movements

| BIXBY                               | 21032 | United States of America | ORD | 90121968 | 18-Aug-2020 | 12-Jan-2021 | 30-Mar-2021 | Registered | 30-Mar-2031 |
|-------------------------------------|-------|--------------------------|-----|----------|-------------|-------------|-------------|------------|-------------|
| <b>Owner:</b> Shinola/Detroit, LLC  |       |                          |     |          |             |             |             |            |             |
| <b>Client:</b> Shinola/Detroit, LLC |       |                          |     |          |             |             |             |            |             |
| <b>Agent:</b>                       |       |                          |     |          |             |             |             |            |             |
| <b>Attorneys:</b> MBR,KB            |       |                          |     |          |             |             |             |            |             |

**Goods:** 12 Int. First Use Date: 12/01/2012 First Use In Commerce: 12/01/2012  
Bicycles

| BLACK BLIZZARD   | 21063 | United States of America | ORD | 86167619 | 16-Jan-2014 | 07-Oct-2014 | 14-Jun-2016 | Registered | 14-Jun-2026 |
|--|-------|--------------------------|-----|----------|-------------|-------------|-------------|------------|-------------|
| <b>Goods:</b> 12 Int. First Use Date: 12/01/2012 First Use In Commerce: 12/01/2012<br>Bicycles |       |                          |     |          |             |             |             |            |             |



Monday, February 27, 2023

# Trademark List Report

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## Trademark Name

| Case Number  | Sub Case  | Application Number | Publication Number | Registration Number | Status      | Mark Type    |
|--------------|-----------|--------------------|--------------------|---------------------|-------------|--------------|
| Country Name | Case Type | Filing Date        | Publication Date   | Registration Date   | Status Date | Next Renewal |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0040  
**Agent Reference :**

**Goods:** 14 Int.  
Watches, watch bands, watch straps

## Customs Recordation - ARGONITE

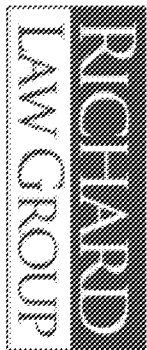
|       |                          |     |            |            |             |
|-------|--------------------------|-----|------------|------------|-------------|
| 20990 | United States of America | ORD | TMK1800650 | Registered | 15-Jul-2024 |
|-------|--------------------------|-----|------------|------------|-------------|

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:**  
**Agent Reference :**

**Goods:** 14 Int.  
Watches and watch movements

## Customs Recordation - RUNWELL

|       |                          |     |            |            |             |
|-------|--------------------------|-----|------------|------------|-------------|
| 21289 | United States of America | ORD | TMK1800651 | Registered | 02-May-2026 |
|-------|--------------------------|-----|------------|------------|-------------|



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# Trademark List Report

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## Trademark Name

Case Number

Country Name

Sub Case

Case Type

Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Bedrock Brands, LP

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0001

Agent Reference :

Goods: 12 Int.  
Bicycles

## Customs Recordation - RUNWELL

21290

United States of America

ORD

TMK1800623

06-Jul-2018

Registered

06-Sep-2027

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0001

Agent Reference :

Goods: 14 Int.

Jewelry; watches; clocks; watch straps and watch bands; cases for watches|18 - Leather goods, namely, backpacks; leather accessories, namely, leather straps

## Customs Recordation - SHINOIA

21480

United States of America

ORD

TMK1800626

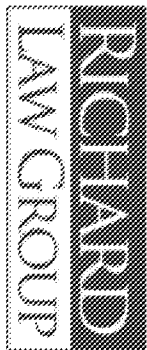
06-Jul-2018

Registered

25-Feb-2025

TRADEMARK

REEL: 007998 FRAME: 0065



Monday, February 27, 2023

# Trademark List Report

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### Trademark Name

Case Number

Country Name

Sub Case

Case Type

Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Bedrock Brands, LP

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference:

Agent Reference :

Goods: 04 Int.  
Candles

12 Int.  
Bicycles

32 Int.

Non-alcoholic beverages, namely, carbonated soft drinks

### Customs Recorotation - SHINOOLA

21481

United States of America

ORD

TMK1800629

07-Jul-2018

Registered

24-Jun-2025

Owner: Bedrock Brands, LP

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference:

Agent Reference :

Goods: 14 Int.

Jewelry; jewelry boxes; watches; clocks; watch straps and watch bands

### Customs Recorotation - SHINOOLA

21482

United States of America

ORD

TMK1800630

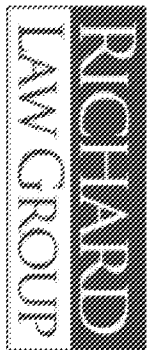
07-Jul-2018

Registered

28-Jul-2025

TRADEMARK

REEL: 007998 FRAME: 0066



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# Trademark List Report

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Trademark Name

Case Number

Country Name

Sub Case

Case Type

Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Bedrock Brands, LP

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference:

Agent Reference :

**Goods:** 16 Int.

Printed matter, namely, blank personal journals, stationery, paper, envelopes, blank cards, postcards, and posters

## Customs Recordation - SHINOLA

21483

United States of America

ORD

TMK1800624

Registered

06-Jul-2018

15-Dec-2025

Owner: Bedrock Brands, LP

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference:

Agent Reference :

**Goods:** 18 Int.

Leather goods, namely, wallets, billfolds, money clips, key chains and luggage tags; bags, namely, tote bags, messenger bags, travel bags, garment bags, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; cases for mobile phones, computers and watches; leather accessories, namely, leather straps; handbags and purses

24 Int.

Textiles, namely, handkerchiefs, bed blankets, towels

25 Int.

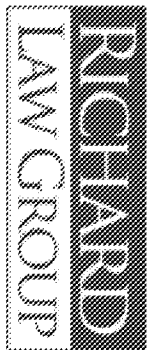
Clothing, namely, jackets, coats, sweaters

28 Int.

Sporting goods and equipment, namely, sport balls, baseball bats

TRADEMARK

REEL: 007998 FRAME: 0067



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# Trademark List Report

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| Trademark Name | Case Number | Sub Case    | Application Number | Publication Number | Registration Number | Status       | Mark Type |
|----------------|-------------|-------------|--------------------|--------------------|---------------------|--------------|-----------|
| Country Name   | Case Type   | Filing Date | Publication Date   | Registration Date  | Status Date         | Next Renewal |           |

### Customs Recordation - SHINOLA

|       |                                     |     |  |  |            |            |            |             |
|-------|-------------------------------------|-----|--|--|------------|------------|------------|-------------|
| 21484 | United States of America            | ORD |  |  | TMK1800628 | Registered | Registered | 13-Jun-2028 |
|       | <b>Owner:</b> Shinola/Detroit, LLC  |     |  |  |            |            |            |             |
|       | <b>Client:</b> Shinola/Detroit, LLC |     |  |  |            |            |            |             |
|       | <b>Agent:</b>                       |     |  |  |            |            |            |             |
|       | <b>Attorneys:</b> MBR,KB            |     |  |  |            |            |            |             |

### Goods: 09 Int.

Extension cords; power strips; audio speakers; headphones; turntables; record players; phonographs

### Customs Recordation - SHINOLA

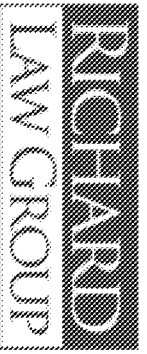
|       |                                     |     |  |  |            |            |            |             |
|-------|-------------------------------------|-----|--|--|------------|------------|------------|-------------|
| 21485 | United States of America            | ORD |  |  | TMK1800625 | Registered | Registered | 07-Nov-2030 |
|       | <b>Owner:</b> Bedrock Brands, LP    |     |  |  |            |            |            |             |
|       | <b>Client:</b> Shinola/Detroit, LLC |     |  |  |            |            |            |             |
|       | <b>Agent:</b>                       |     |  |  |            |            |            |             |
|       | <b>Attorneys:</b> MBR,KB            |     |  |  |            |            |            |             |

### Goods: 03 Int.

Shoe polish

### Customs Recordation - SHINOLA

|       |                          |     |  |  |             |            |            |             |
|-------|--------------------------|-----|--|--|-------------|------------|------------|-------------|
| 23330 | United States of America | ORD |  |  | TMK 2100709 | Registered | Registered | 26-Feb-2024 |
|       |                          |     |  |  |             |            |            |             |
|       |                          |     |  |  |             |            |            |             |
|       |                          |     |  |  |             |            |            |             |
|       |                          |     |  |  |             |            |            |             |



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# Trademark List Report

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Trademark Name

Case Number

Country Name

Sub Case

Case Type

Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner:

Client: Shinola/Detroit, LLC

Agent:

Attorneys: KB,MBR

Client Reference: 0001

Agent Reference :

Goods:

## Customs Recordation - THE RUNWELL

21478

United States of America

ORD

TMK1800631

Registered

07-Jul-2018

06-May-2028

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference:

Agent Reference :

Goods: 09 Int.

Turntables being record players

## DETROIT ARROW

21062

United States of America

ORD

86758418

16-Sep-2015

5062205

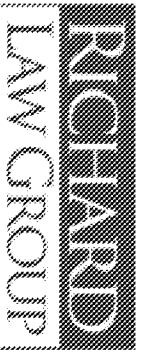
Registered

18-Oct-2016

18-Oct-2026

02-Aug-2016





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# Trademark List Report

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**Trademark Name**

**Case Number**

**Country Name**

**Sub Case**

**Case Type**

**Application Number**

**Filing Date**

**Publication Number**

**Publication Date**

**Registration Number**

**Registration Date**

**Status**

**Status Date**

**Mark Type**

**Next Renewal**

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR, KB

**Client Reference:** 0041

**Agent Reference :**

**Goods:** 12 Int. First Use Date: 02/20/2015 First Use In Commerce: 03/05/2015

Bicycles

**DETROLA**

21031

United States of America

90104448

ORD

10-Aug-2020

Allowed

02-Mar-2021

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR, KB

**Client Reference:** 0053

**Agent Reference :**

**Goods:** 43 Int.

Hotel services, motel services, restaurant services and bar services

**DETROLA**

21033

United States of America

90179694

ORD

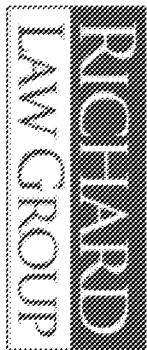
14-Sep-2020

Published

22-Jun-2021

TRADEMARK

REEL: 007998 FRAME: 0070



Monday, February 27, 2023

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**Case Number**

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**Sub Case**

**Case Type**

**Application Number**

**Filing Date**

**Publication Number**

**Publication Date**

**Registration Number**

**Registration Date**

**Status**

**Status Date**

**Mark Type**

**Next Renewal**

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR,KB

**Client Reference:** 0054

**Agent Reference :**

**Goods:** 41 Int.

Entertainment services, namely, providing drive-in movie theaters; Entertainment in the nature of live performances by musicians, singers, disc jockeys, and comedians; Providing facilities for recreation activities; Providing amusement facilities for special entertainment events and live entertainment performances by musicians, singers, disc jockeys, and comedians

**DETROLA**

21061

United States of America

78220207

ORD 28-Feb-2003

2900724

04-May-2004

02-Nov-2004

Registered

02-Nov-2024

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR,KB

**Client Reference:** 0051

**Agent Reference :**

**Goods:** 09 Int. First Use Date: 03/31/2003 First Use In Commerce: 03/31/2003

Radios and turntables

**DETROLA**

22031

United States of America

87983859

ORD 06-Jul-2017

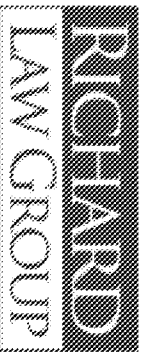
6428651

13-Mar-2018

20-Jul-2021

Registered

CHILD APPLICATION 20-Jul-2031



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**Publication Number**

**Publication Date**

**Registration Number**

**Registration Date**

**Status**

**Status Date**

**Mark Type**

**Next Renewal**

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR,KB

**Client Reference:** 0052

**Agent Reference :**

**Goods:** 14 Int. First Use Date: 09/25/2019 First Use In Commerce: 09/25/2019

Matches: watch straps and watch bands; cases adapted for holding watches

## DETROLA

22333

United States of America

90687671

ORD

03-May-2021

22-Feb-2022

Allowed

19-Apr-2022

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** KB,MBR

**Client Reference:** 0001

**Agent Reference :**

**Goods:** 09 Int.

Sunglasses; eyewear; eyewear cases

12 Int.

Bicycles; mopeds, motorcycles

14 Int.

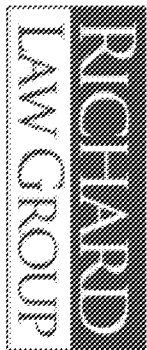
Jewelry; jewelry boxes; clocks; leather goods, namely, key chains

18 Int.

Leather goods, namely, wallets, billfolds, and luggage tags; bags, namely, tote bags, messenger bags, travel bags, wheeled bags, garment bags for travel, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; leather accessories, namely, leather straps; handbags and purses; umbrellas; clothing for domestic pets

TRADEMARK

REEL: 007998 FRAME: 0072



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**Trademark Name**

| Case Number  | Sub Case  | Application Number | Publication Number | Registration Number | Status      | Mark Type    |
|--------------|-----------|--------------------|--------------------|---------------------|-------------|--------------|
| Country Name | Case Type | Filing Date        | Publication Date   | Registration Date   | Status Date | Next Renewal |

**DETROLA HOSPITALITY**

|                                     |     |             |                               |  |             |  |
|-------------------------------------|-----|-------------|-------------------------------|--|-------------|--|
| 21611                               |     | 90104437    |                               |  | Allowed     |  |
| United States of America            | ORD | 10-Aug-2020 | 12-Jan-2021                   |  | 09-Mar-2021 |  |
| <b>Owner:</b> Shinola/Detroit, LLC  |     |             |                               |  |             |  |
| <b>Client:</b> Shinola/Detroit, LLC |     |             | <b>Client Reference:</b> 0511 |  |             |  |
| <b>Agent:</b>                       |     |             | <b>Agent Reference :</b>      |  |             |  |
| <b>Attorneys:</b> MBR,KB            |     |             |                               |  |             |  |

**Goods:** 43 Int.

Hotel services, motel services, restaurant services and bar services

**DETROLA HOSPITALITY**

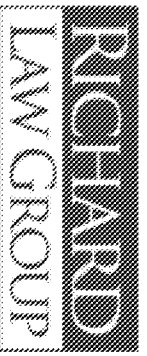
|                                     |     |             |                               |  |           |  |
|-------------------------------------|-----|-------------|-------------------------------|--|-----------|--|
| 21612                               |     | 90179710    |                               |  | Published |  |
| United States of America            | ORD | 14-Sep-2020 | 06-Jul-2021                   |  |           |  |
| <b>Owner:</b> Shinola/Detroit, LLC  |     |             |                               |  |           |  |
| <b>Client:</b> Shinola/Detroit, LLC |     |             | <b>Client Reference:</b> 0512 |  |           |  |
| <b>Agent:</b>                       |     |             | <b>Agent Reference :</b>      |  |           |  |
| <b>Attorneys:</b> MBR,KB            |     |             |                               |  |           |  |

**Goods:** 41 Int.

Entertainment services, namely, providing drive-in movie theaters; Entertainment in the nature of live performances by musicians, singers, disc jockeys, and comedians; Providing facilities for recreation activities; Providing amusement facilities for special entertainment events and live entertainment performances by musicians, singers, disc jockeys, and comedians

**GOMELSKY**

|       |  |          |  |  |         |            |
|-------|--|----------|--|--|---------|------------|
| 21613 |  | 88208414 |  |  | 5728001 | Registered |
|-------|--|----------|--|--|---------|------------|



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|--------------------------|-------------|----------|-----------|--------------------|-------------|--------------------|------------------|---------------------|-------------------|--------|-------------|-----------|--------------|
| United States of America | ORD         |          | ORD       | 28-Nov-2018        |             | 29-Jan-2019        |                  | 16-Apr-2019         |                   |        |             |           | 16-Apr-2029  |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR,KB  
**Client Reference:** 0506  
**Agent Reference :**

**Goods:** 14 Int. First Use Date: 09/21/2013 First Use In Commerce: 09/21/2013  
 Matches

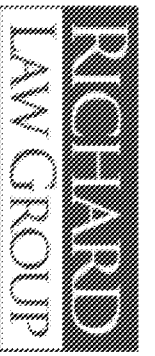
## LET'S ROLL UP OUR SLEEVES

|                                     |                          |                               |          |             |             |         |             |            |             |
|-------------------------------------|--------------------------|-------------------------------|----------|-------------|-------------|---------|-------------|------------|-------------|
| 21598                               | United States of America | ORD                           | 87370962 | 14-Mar-2017 | 18-Jul-2017 | 5301230 | 03-Oct-2017 | Registered | 03-Oct-2027 |
| <b>Owner:</b> Shinola/Detroit, LLC  |                          | <b>Client Reference:</b> 0490 |          |             |             |         |             |            |             |
| <b>Client:</b> Shinola/Detroit, LLC |                          | <b>Agent Reference :</b>      |          |             |             |         |             |            |             |
| <b>Agent:</b>                       |                          | <b>Attorneys:</b> MBR,KB      |          |             |             |         |             |            |             |

**Goods:** 14 Int. First Use Date: 03/20/2017 First Use In Commerce: 03/20/2017  
 Matches

## Miscellaneous Design (Lightning Bolt)

|       |                          |     |          |             |             |         |             |            |             |
|-------|--------------------------|-----|----------|-------------|-------------|---------|-------------|------------|-------------|
| 21597 | United States of America | ORD | 87258803 | 06-Dec-2016 | 18-Apr-2017 | 5236918 | 04-Jul-2017 | Registered | 04-Jul-2027 |
|-------|--------------------------|-----|----------|-------------|-------------|---------|-------------|------------|-------------|



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| Country Name | Case Type | Filing Date        | Publication Date   | Registration Date   | Status Date | Next Renewal |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR,KB  
**Client Reference:** 0488  
**Agent Reference :**

**Goods:** 09 Int. First Use Date: 11/17/2016 First Use In Commerce: 11/17/2016  
 Turntables; speakers

## RAMBLER

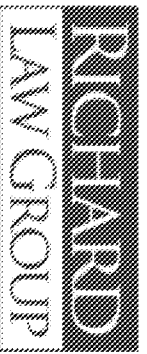
|                          |     |             |             |  |             |  |
|--------------------------|-----|-------------|-------------|--|-------------|--|
| 23204                    |     | 90817545    |             |  | Allowed     |  |
| United States of America | ORD | 08-Jul-2021 | 01-Feb-2022 |  | 29-Mar-2022 |  |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** KB,MBR  
**Client Reference:** 0001  
**Agent Reference :**

**Goods:** 14 Int.  
 Watch bands and straps; Watches

## RAMBLER

|                          |     |             |             |             |             |             |
|--------------------------|-----|-------------|-------------|-------------|-------------|-------------|
| 23205                    |     | 90817536    |             | 6707299     | Registered  |             |
| United States of America | ORD | 08-Jul-2021 | 01-Feb-2022 | 19-Apr-2022 | 19-Apr-2022 | 19-Apr-2032 |



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|--------------|-----------|--------------------|--------------------|---------------------|-------------|--------------|
| Country Name | Case Type | Filing Date        | Publication Date   | Registration Date   | Status Date | Next Renewal |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** KB,MBR  
**Client Reference:** 0001  
**Agent Reference :**

**Goods:** 09 Int. First Use Date: 07/02/2021 First Use In Commerce: 07/02/2021  
 Eyewear, namely, sunglasses

## RAYL'S

|                          |     |             |             |             |            |             |
|--------------------------|-----|-------------|-------------|-------------|------------|-------------|
| 21606                    |     | 87860596    |             | 5956354     | Registered |             |
| United States of America | ORD | 03-Apr-2018 | 02-Apr-2019 | 07-Jan-2020 |            | 07-Jan-2030 |

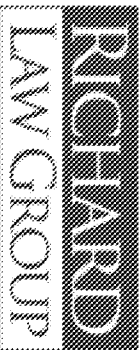
**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR,KB  
**Client Reference:** 0498  
**Agent Reference :**

**Goods:** 03 Int. First Use Date: 01/02/2019 First Use In Commerce: 01/02/2019  
 Toiletries, namely, shampoo, conditioner, non-medicated soap, body wash, facial, skin, and body moisturizer, toothpaste, shaving cream, facial, hand, and body lotion, shower and bath gels, non-medicated bath salts, cotton swabs for cosmetic purposes, cotton balls for cosmetic purposes; non-medicated toiletries; non-medicated skin and bath preparations, namely, bath gel and body cream soap

21 Int. First Use Date: 01/02/2019 First Use In Commerce: 01/02/2019  
 Toothbrushes; comb

## RUNWELL

|                          |     |             |             |  |         |             |
|--------------------------|-----|-------------|-------------|--|---------|-------------|
| 21206                    |     | 90254768    |             |  | Allowed |             |
| United States of America | ORD | 14-Oct-2020 | 15-Jun-2021 |  |         | 10-Aug-2021 |



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| Country Name | Case Type | Filing Date        | Publication Date   | Registration Date   | Status Date | Next Renewal |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0198  
**Agent Reference :**

**Goods:** 09 Int. Eyewear

## RUNWELL

|                          |     |             |             |             |            |             |
|--------------------------|-----|-------------|-------------|-------------|------------|-------------|
| 21287                    |     | 85863826    |             | 5218719     | Registered |             |
| United States of America | ORD | 01-Mar-2013 | 11-Mar-2014 | 06-Jun-2017 |            | 06-Jun-2027 |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0194  
**Agent Reference :**

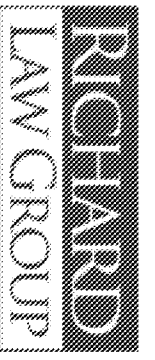
**Goods:** 14 Int. First Use Date: 05/01/2013 First Use In Commerce: 05/01/2013 Jewelry; watches; clocks; watch straps and watch bands; cases for watches

18 Int. First Use Date: 05/01/2013 First Use In Commerce: 05/01/2013 Leather goods, namely, backpacks; leather accessories, namely, leather straps (DOFU: 10/1/2016)

## RUNWELL

|                          |     |             |             |             |            |             |
|--------------------------|-----|-------------|-------------|-------------|------------|-------------|
| 21288                    |     | 85983972    |             | 4896036     | Registered |             |
| United States of America | ORD | 01-Mar-2013 | 11-Mar-2014 | 02-Feb-2016 |            | 02-Feb-2026 |





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**Application Number**

**Filing Date**

**Publication Number**

**Publication Date**

**Registration Number**

**Registration Date**

**Status**

**Status Date**

**Mark Type**

**Next Renewal**

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0195  
**Agent Reference :**

**Goods:** 12 Int. Bicycles

**SEA BEAST**

20954

United States of America

ORD

29-Oct-2020

27-Apr-2021

Allowed  
22-Jun-2021

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0001  
**Agent Reference :**

**Goods:** 14 Int. Watches; Watch bands; Watch straps

**SEA CREATURES**

21614

United States of America

ORD

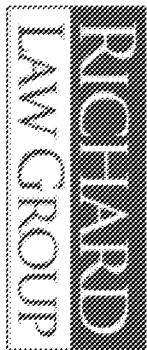
05-Sep-2018

29-Jan-2019

6511796  
05-Oct-2021

Registered  
05-Oct-2021

05-Oct-2031



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Status Date

Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0501

Agent Reference :

Goods: 14 Int. First Use Date: 06/30/2021 First Use In Commerce: 06/30/2021

Matches, watch bands, watch straps

### SEA CREATURES

21615

United States of America

90142685

27-Aug-2020

22-Jun-2021

Published

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0502

Agent Reference :

Goods: 09 Int.

Extension cords; power strips; audio speakers; wireless speakers; headphones; ear buds; turntables being record players; record players; phonographs; radios; sunglasses; eyewear; computer bags and laptop bags; audio cables; audio electronic components, namely, surround sound systems; audio speaker enclosures; boxes specially adapted for housing audio equipment; digital audio and video recorders and players; audio transmitter units; audio amplifiers; audio interfaces; cases and covers for cell phones, smartphones, laptops, tablet computers, and e-reading devices

### SEA CREATURES

21616

United States of America

90142694

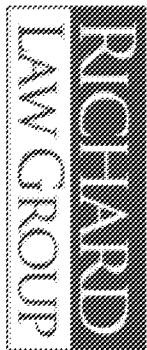
27-Aug-2020

05-Jan-2021

Published

TRADEMARK

REEL: 007998 FRAME: 0079



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### Trademark Name

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Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0503

Agent Reference :

### Goods: 14 Int.

Clocks; alarm clocks; stopwatches; jewelry; jewelry boxes; precious and semi-precious stones; key chains; parts for clocks; clocks incorporating radios; movements for clocks and watches; clock housings and cabinets

### SEA CREATURES

21618

United States of America

90142711

27-Aug-2020

30-Mar-2021

Allowed

25-May-2021

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0505

Agent Reference :

### Goods: 18 Int.

Leather and imitation leather goods, namely, wallets, billfolds, luggage tags, straps, passport wallet and briefcase-type portfolios; bags, namely, handbags, purses, clutch purses, wristlet bags, tote bags, messenger bags, travel bags, weekend bags, garment bags for travel, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; clothing for domestic pets; leather leashes; leather collar for pets; umbrellas; key cases of leather or imitation leather; leather or leather-board boxes; labels of leather; leather luggage tags

### SHINOLA

20911

United States of America

90268998

21-Oct-2020

27-Apr-2021

6695274

05-Apr-2022

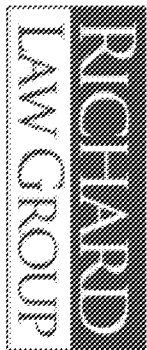
05-Apr-2022

Registered

05-Apr-2032

TRADEMARK

REEL: 007998 FRAME: 0080



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**Trademark Name**

**Case Number**

**Country Name**

**Sub Case**

**Case Type**

**Application Number**

**Filing Date**

**Publication Number**

**Publication Date**

**Registration Number**

**Registration Date**

**Status**

**Status Date**

**Mark Type**

**Next Renewal**

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR, KB

**Client Reference:** 0001

**Agent Reference :**

**Goods:** 20 Int. First Use Date: 02/03/2022 First Use In Commerce: 02/03/2022

Mattresses

**SHINOLA**

21284

United States of America

88527345

22-Jul-2019

24-Dec-2019

18-Oct-2022

6880372

18-Oct-2022

Registered

18-Oct-2022

18-Oct-2032

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR, KB

**Client Reference:** 0233

**Agent Reference :**

**Goods:** 11 Int. First Use Date: 08/18/2021 First Use In Commerce: 08/18/2021

Lamps; lamp shades; floor lamps; lighting fixtures; electric lighting fixtures

**SHINOLA**

21292

United States of America

85018771

20-Apr-2010

19-Jul-2011

26-Nov-2013

4440501

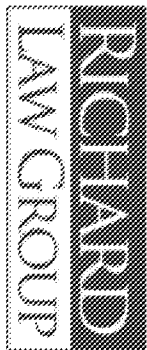
26-Nov-2013

Registered

26-Nov-2023

TRADEMARK

REEL: 007998 FRAME: 0081



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Case Number

Country Name

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Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0222

Agent Reference :

Goods: 03 Int. First Use Date: 06/26/2013 First Use In Commerce: 06/26/2013

Shoe polish

## SHINOLA

21293

United States of America

85251888

25-Feb-2011

12-Jun-2012

15-Sep-2015

4813040

15-Sep-2015

Registered

15-Sep-2025

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0223

Agent Reference :

Goods: 18 Int.

Leather goods, namely, wallets, billfolds, money clips, key chains and luggage tags; bags, namely, tote bags, messenger bags, travel bags, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; cases for mobile phones, computers and watches; leather accessories, namely, leather straps; handbags and purses

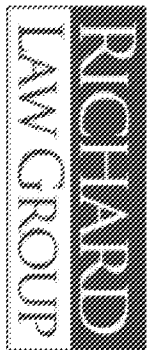
24 Int.

Textiles, namely bed blankets

28 Int.

Sporting goods and equipment, namely, sport balls

## SHINOLA



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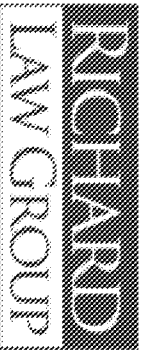
| Trademark Name                      | Case Number              | Sub Case                      | Application Number | Publication Number | Registration Number | Status       | Mark Type  |             |
|-------------------------------------|--------------------------|-------------------------------|--------------------|--------------------|---------------------|--------------|------------|-------------|
| Country Name                        | Case Type                | Filing Date                   | Publication Date   | Registration Date  | Status Date         | Next Renewal |            |             |
| 21294                               | United States of America | ORD                           | 85300960           | 21-Apr-2011        | 31-Jan-2012         | 28-Apr-2015  | Registered | 28-Apr-2025 |
| <b>Owner:</b> Shinola/Detroit, LLC  |                          |                               |                    |                    |                     |              |            |             |
| <b>Client:</b> Shinola/Detroit, LLC |                          |                               |                    |                    |                     |              |            |             |
| <b>Agent:</b>                       |                          |                               |                    |                    |                     |              |            |             |
| <b>Attorneys:</b> MBR,KB            |                          |                               |                    |                    |                     |              |            |             |
|                                     |                          | <b>Client Reference:</b> 0225 |                    |                    |                     |              |            |             |
|                                     |                          | <b>Agent Reference :</b>      |                    |                    |                     |              |            |             |

**Goods:** 16 Int. First Use Date: 06/30/2013 First Use In Commerce: 06/30/2013  
Printed matter, namely, blank personal journals, stationery, paper, blank cards, and postcards

| SHINOLA                             | 21295 | United States of America      | ORD | 85696475 | 06-Aug-2012 | 30-Jul-2013 | 15-Nov-2016 | Registered | 15-Nov-2026 |
|-------------------------------------|-------|-------------------------------|-----|----------|-------------|-------------|-------------|------------|-------------|
| <b>Owner:</b> Shinola/Detroit, LLC  |       |                               |     |          |             |             |             |            |             |
| <b>Client:</b> Shinola/Detroit, LLC |       |                               |     |          |             |             |             |            |             |
| <b>Agent:</b>                       |       |                               |     |          |             |             |             |            |             |
| <b>Attorneys:</b> MBR,KB            |       |                               |     |          |             |             |             |            |             |
|                                     |       | <b>Client Reference:</b> 0227 |     |          |             |             |             |            |             |
|                                     |       | <b>Agent Reference :</b>      |     |          |             |             |             |            |             |

**Goods:** 35 Int.  
Retail store and online retail store services featuring cosmetics, shoe polish, candles, sunglasses, eyewear, bicycles, jewelry, watches, printed matter, stationery, journals, leather goods, clothing, fashion and clothing accessories, belts, footwear, headwear, furniture, housewares, fabrics, bedding and textiles

| SHINOLA                             | 21296 | United States of America      | ORD | 85982791 | 21-Apr-2011 | 31-Jan-2012 | 25-Nov-2014 | Registered | 25-Nov-2024 |
|-------------------------------------|-------|-------------------------------|-----|----------|-------------|-------------|-------------|------------|-------------|
| <b>Owner:</b> Shinola/Detroit, LLC  |       |                               |     |          |             |             |             |            |             |
| <b>Client:</b> Shinola/Detroit, LLC |       |                               |     |          |             |             |             |            |             |
| <b>Agent:</b>                       |       |                               |     |          |             |             |             |            |             |
| <b>Attorneys:</b> MBR,KB            |       |                               |     |          |             |             |             |            |             |
|                                     |       | <b>Client Reference:</b> 0227 |     |          |             |             |             |            |             |
|                                     |       | <b>Agent Reference :</b>      |     |          |             |             |             |            |             |



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| Case Number  | Sub Case  | Application Number | Publication Number | Registration Number | Status      | Mark Type    |
|--------------|-----------|--------------------|--------------------|---------------------|-------------|--------------|
| Country Name | Case Type | Filing Date        | Publication Date   | Registration Date   | Status Date | Next Renewal |

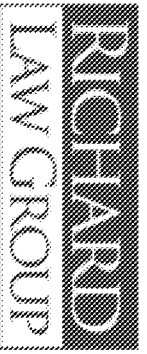
**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR,KB  
**Client Reference:** 0226  
**Agent Reference :**

**Goods:** 04 Int.  
 Candles  
 12 Int.  
 Bicycles  
 32 Int.  
 Non-alcoholic beverages, namely, carbonated soft drinks

| SHINOLA                             | 21297 | 85983084    | 4708921                       | Registered  | 24-Mar-2025 |
|-------------------------------------|-------|-------------|-------------------------------|-------------|-------------|
| United States of America            | ORD   | 25-Feb-2011 | 12-Jun-2012                   | 24-Mar-2015 |             |
| <b>Owner:</b> Shinola/Detroit, LLC  |       |             | <b>Client Reference:</b> 0224 |             |             |
| <b>Client:</b> Shinola/Detroit, LLC |       |             | <b>Agent Reference :</b>      |             |             |
| <b>Agent:</b>                       |       |             |                               |             |             |
| <b>Attorneys:</b> MBR,KB            |       |             |                               |             |             |

**Goods:** 14 Int.  
 Jewelry; jewelry boxes; watches; clocks; watch straps and watch bands

| SHINOLA                  | 21298 | 87334841    | 5299917     | Registered  | 03-Oct-2027 |
|--------------------------|-------|-------------|-------------|-------------|-------------|
| United States of America | ORD   | 14-Feb-2017 | 18-Jul-2017 | 03-Oct-2017 |             |



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## Trademark Name

| Case Number  | Sub Case  | Application Number | Publication Number | Registration Number | Status      | Mark Type    |
|--------------|-----------|--------------------|--------------------|---------------------|-------------|--------------|
| Country Name | Case Type | Filing Date        | Publication Date   | Registration Date   | Status Date | Next Renewal |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0230  
**Agent Reference :**

**Goods:** 35 Int. First Use Date: 07/01/2013 First Use In Commerce: 07/01/2013  
 Retail and on-line retail store services featuring a wide variety of consumer goods of others

## SHINOLA

|                          |     |             |             |             |            |             |
|--------------------------|-----|-------------|-------------|-------------|------------|-------------|
| 21299                    |     | 86718172    |             | 5210008     | Registered |             |
| United States of America | ORD | 07-Aug-2015 | 12-Jan-2016 | 23-May-2017 |            | 23-May-2027 |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0228  
**Agent Reference :**

**Goods:** 09 Int. First Use Date: 04/30/2016 First Use In Commerce: 04/30/2016  
 Sunglasses; eyewear

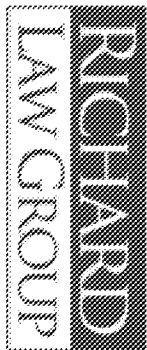
## SHINOLA

|                          |     |             |             |             |            |             |
|--------------------------|-----|-------------|-------------|-------------|------------|-------------|
| 21300                    |     | 86718232    |             | 5751545     | Registered |             |
| United States of America | ORD | 07-Aug-2015 | 19-Jan-2016 | 14-May-2019 |            | 14-May-2029 |

TRADEMARK

REEL: 007998 FRAME: 0085





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### Trademark Name

Case Number

Country Name

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Filing Date

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Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0229

Agent Reference :

**Goods:** 25 Int. First Use Date: 07/31/2014 First Use In Commerce: 07/31/2014

Clothing, namely, shirts; clothing and fashion accessories, namely, belts, scarves and headwear

### SHINOLA

21301

United States of America

86983636

02-Mar-2016

07-Jun-2016

07-Jun-2016

5424012

13-Mar-2018

Registered

13-Mar-2028

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0231

Agent Reference :

**Goods:** 09 Int. First Use Date: 11/30/2016 First Use In Commerce: 11/30/2016

Extension cords; power strips; audio speakers; headphones; turntables; record players; phonographs

### SHINOLA

21302

United States of America

86984372

07-Apr-2016

07-Jun-2016

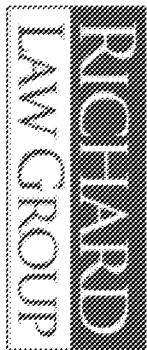
07-Jun-2016

5728218

16-Apr-2019

Registered

16-Apr-2029



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# Trademark List Report

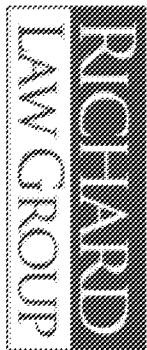
Page 25 of 3

| Trademark Name  | Case Number | Sub Case                 | Application Number | Publication Number | Registration Number | Status       | Mark Type   |         |
|---|-------------|--------------------------|--------------------|--------------------|---------------------|--------------|-------------|---------|
| Country Name  | Case Type   | Filing Date              | Publication Date   | Registration Date  | Status Date         | Next Renewal |             |         |
| SHINOLA   | 21870       | United States of America | ORD                | 90446552           | 04-Jan-2021         | 17-Aug-2021  | 12-Oct-2021 | Allowed |
| <b>Owner:</b> Shinola/Detroit, LLC<br><b>Client:</b> Shinola/Detroit, LLC<br><b>Agent:</b><br><b>Attorneys:</b> MBR, KB |             |                          |                    |                    |                     |              |             |         |
| <b>Client Reference:</b> 0232<br><b>Agent Reference :</b>   |             |                          |                    |                    |                     |              |             |         |

**Goods:** 43 Int. First Use Date: 1/1/30/2016 First Use In Commerce: 1/1/30/2016  
Hotel and restaurant services

| SHINOLA   | 21870 | United States of America | ORD | 90446552 | 04-Jan-2021 | 17-Aug-2021 | 12-Oct-2021 | Allowed |
|---|-------|--------------------------|-----|----------|-------------|-------------|-------------|---------|
| <b>Owner:</b> Shinola/Detroit, LLC<br><b>Client:</b> Shinola/Detroit, LLC<br><b>Agent:</b><br><b>Attorneys:</b> MBR, KB   |       |                          |     |          |             |             |             |         |
| <b>Client Reference:</b> 0001<br><b>Agent Reference :</b>   |       |                          |     |          |             |             |             |         |
| <b>Goods:</b> 18 Int.<br>Pet clothing; Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices<br>20 Int.<br>Beds for household pets<br>28 Int.<br>Pet toys |       |                          |     |          |             |             |             |         |

SHINOLA 30229 97288053 Pending



Monday, February 27, 2023

# Trademark List Report

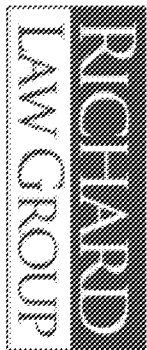
Page 26 of :

| Trademark Name           | Case Number | Sub Case    | Application Number | Publication Number | Registration Number | Status       | Mark Type |
|--------------------------|-------------|-------------|--------------------|--------------------|---------------------|--------------|-----------|
| Country Name             | Case Type   | Filing Date | Publication Date   | Registration Date  | Status Date         | Next Renewal |           |
| United States of America | ORD         | 28-Feb-2022 |                    |                    |                     | 28-Feb-2022  |           |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** KB,MBR  
**Client Reference:** 0001  
**Agent Reference :**

**Goods:** 16 Int. First Use Date: 08/18/2021 First Use In Commerce: 08/18/2021  
 Framed photographs; Framed art pictures  
 20 Int. First Use Date: 08/18/2021 First Use In Commerce: 08/18/2021  
 Furniture; Beds; Benches; Bookcases; Chairs; Furniture shelves; Furniture, namely, dressers; Nightstands; Ottomans; Pillows;  
 Sofas; Accent furniture; Bedroom furniture; Cabinets; Entertainment centers; Mirrors; Office furniture; Seating furniture; Seats;  
 Tables; Television stands; Upholstered furniture

| SHINOLA                             | 30306 | 97319156    | Published                     |
|-------------------------------------|-------|-------------|-------------------------------|
| United States of America            | ORD   | 18-Mar-2022 | 17-Jan-2023                   |
| <b>Owner:</b> Shinola/Detroit, LLC  |       |             |                               |
| <b>Client:</b> Shinola/Detroit, LLC |       |             | <b>Client Reference:</b> 0001 |
| <b>Agent:</b>                       |       |             | <b>Agent Reference :</b>      |
| <b>Attorneys:</b> KB,MBR            |       |             |                               |



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Trademark Name

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Publication Date

Registration Number

Registration Date

Status

Status Date

Goods: 09 Int.

Downloadable virtual goods in the nature of image files of luggage, briefcases, satchels, luggage tags, travel bags, backpacks, tote bags, duffel bags, rucksacks, leather dog carriers, wallets, key chains, knives, drinkware, soap, candles, blankets, towels, stickers, stationery, tools, clothing, footwear, bibs, belts, suspenders, caps, hats, hoods, shorts, socks, sweaters, coats, jackets, vests, fishing vests, shirts, long sleeve shirts, short sleeve shirts, hoodies, sweatshirts, jacket liners, jeans, lounge pants, pants, knickers, chaps, gloves, bandanas, scarves, and underwear for use in online virtual environments

35 Int.

Retail store services featuring virtual goods, namely, luggage, briefcases, satchels, luggage tags, travel bags, backpacks, tote bags, duffel bags, rucksacks, leather dog carriers, wallets, key chains, knives, drinkware, soap, candles, blankets, towels, stickers, stationery, tools, clothing, footwear, bibs, belts, suspenders, caps, hats, hoods, shorts, socks, sweaters, coats, jackets, vests, fishing vests, shirts, long sleeve shirts, short sleeve shirts, hoodies, sweatshirts, jacket liners, jeans, lounge pants, pants, knickers, chaps, gloves, bandanas, scarves, and underwear for use online and in online virtual world

41 Int.

Entertainment services, namely, providing on-line, non-downloadable luggage, briefcases, satchels, luggage tags, travel bags, backpacks, tote bags, duffel bags, rucksacks, leather dog carriers, wallets, key chains, knives, drinkware, soap, candles, blankets, towels, stickers, stationery, tools, clothing, footwear, bibs, belts, suspenders, caps, hats, hoods, shorts, socks, sweaters, coats, jackets, vests, fishing vests, shirts, long sleeve shirts, short sleeve shirts, hoodies, sweatshirts, jacket liners, jeans, lounge pants, pants, knickers, chaps, gloves, bandanas, scarves, and underwear for use online and in online virtual world

42 Int.

Providing temporary use of online, non-downloadable computer software for the creation, production and modification of digital animated and non-animated designs and characters, avatars, digital overlays and skins for access and use in online environments, virtual online environments, and extended reality virtual environments

SHINOLA & Lightning Bolt Design

21599

87473332

5405470

Registered

United States of America

ORD

02-Jun-2017

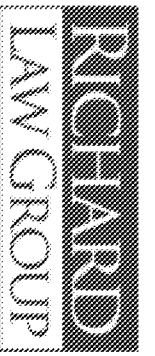
05-Dec-2017

20-Feb-2018

20-Feb-2028

TRADEMARK

REEL: 007998 FRAME: 0089



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## Trademark Name

| Case Number  | Sub Case  | Application Number | Publication Number | Registration Number | Status      | Mark Type    |
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| Country Name | Case Type | Filing Date        | Publication Date   | Registration Date   | Status Date | Next Renewal |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0491  
**Agent Reference :**

**Goods:** 14 Int. First Use Date: 05/01/2013 First Use In Commerce: 05/01/2013  
 Watches

## SHINOLA ARROW DETROIT

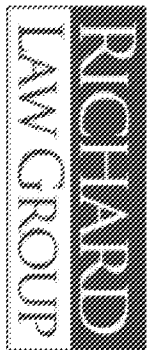
|                          |     |             |             |             |            |             |
|--------------------------|-----|-------------|-------------|-------------|------------|-------------|
| 21588                    |     | 86758423    |             | 5048105     | Registered |             |
| United States of America | ORD | 16-Sep-2015 | 12-Jul-2016 | 27-Sep-2016 |            | 27-Sep-2026 |

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** MBR, KB  
**Client Reference:** 0486  
**Agent Reference :**

**Goods:** 13 Int. First Use Date: 02/20/2015 First Use In Commerce: 03/05/2015  
 Bicycles

## SHINOLA IS THE ONLY THING WE MAKE

|                          |     |             |  |  |         |             |
|--------------------------|-----|-------------|--|--|---------|-------------|
| 44809                    |     | 97769240    |  |  | Pending |             |
| United States of America | ORD | 26-Jan-2023 |  |  |         | 26-Jan-2023 |



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Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: KB,MBR

Client Reference: 0001

Agent Reference :

### Goods: 09 Int.

Eyewear; Headphones; Phonographs; Sunglasses; Audio speakers; Cases for mobile phones; Cases for portable computers; Extension cords; Power strips; Record players; Turntables being record players; Leather cases for mobile phones

11 Int.

Lamps; Lampshades; Electric lighting fixtures; Floor lamps; Lighting fixtures.

12 Int.

Bicycles

14 Int.

Clocks; Jewelry; Watches; Cases adapted for holding watches; Jewelry boxes; Key chains; Watch bands; Watch straps

16 Int.

Paper; Stationery; Blank journals for writing; Blank note cards; Framed art prints; Framed photographs; Money clips; Blank or partially printed postcards; Printed postcards

18 Int.

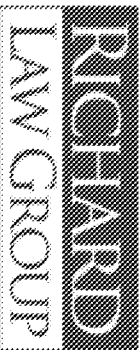
Backpacks; Billfolds; Handbags; Luggage; Wallets; Briefcases; Leather bags; Leather handbags; Leather purses; Leather straps; Luggage tags; Messenger bags; Pet clothing; Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices; Purses; Sport bags; Toiletry bags sold empty; Tote bags; Travel bags; Leather luggage tags

20 Int.

Furniture; Mattresses; Nightstands; Ottomans; Pillows; Sofas; Accent furniture; Bedroom furniture; Beds for household pets; Cabinets; Entertainment centers; Furniture shelves; Mirrors; Office furniture; Seating furniture; Seats; Tables; Television stands; Upholstered furniture; Decorative mirrors; Furniture, namely, dressers

TRADEMARK

REEL: 007998 FRAME: 0091



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- 21 Int. Bowls; Vases
- 24 Int. Bed blankets; Bed linen
- 25 Int. Headwear; Scarves; Shirts; Belts for clothing
- 27 Int. Rugs
- 28 Int. Pet toys; Sport balls
- 35 Int. Retail store services featuring shoe polish, candles, sunglasses, eyewear, bicycles, jewelry, watches, printed matter, stationery, journals, leather goods, clothing, fashion and clothing accessories, belts, footwear, furniture, housewares, fabrics, bedding and textiles

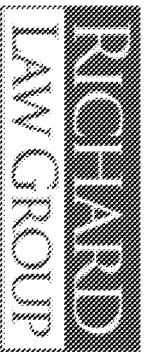
## SHINOLA MAKES GOOD SHINOLA

44810 97769245 Pending

United States of America ORD 26-Jan-2023 26-Jan-2023

**Owner:** Shinola/Detroit, LLC  
**Client:** Shinola/Detroit, LLC  
**Agent:**  
**Attorneys:** KB,MBR  
**Client Reference:** 0001  
**Agent Reference :**

**Goods:** 09 Int. Eyewear; Headphones; Phonographs; Sunglasses; Audio speakers; Cases for mobile phones; Cases for portable computers; Extension cords; Power strips; Record players; Turntables being record players; Leather cases for mobile phones  
 11 Int. Lamps; Lampshades; Electric lighting fixtures; Floor lamps; Lighting fixtures



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12 Int.  
Bicycles

14 Int.  
Clocks; Jewelry; Watches; Cases adapted for holding watches; Jewelry boxes; Key chains; Watch bands; Watch straps

16 Int.  
Paper; Stationery; Blank note cards; Framed art prints; Framed photographs; Money clips; Blank or partially printed postcards; Blank writing journals; Printed postcards.

18 Int.  
Backpacks; Billfolds; Handbags; Luggage; Purses; Wallets; Briefcases; Leather bags; Leather handbags; Leather purses; Leather straps; Luggage tags; Messenger bags; Pet clothing; Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices; Sport bags; Toiletry bags sold empty; Tote bags; Travel bags

20 Int.  
Beds; Benches; Bookcases; Chairs; Furniture; Mattresses; Nightstands; Ottomans; Pillows; Accent furniture; Bedroom furniture; Beds for household pets; Cabinets; Entertainment centers; Furniture shelves; Mirrors; Office furniture; Seating furniture; Seats; Sofas; Tables; Television stands; Upholstered furniture; Decorative mirrors; Furniture, namely, dressers

21 Int.  
Bowls; Vases

24 Int.  
Bed blankets; Bed linen

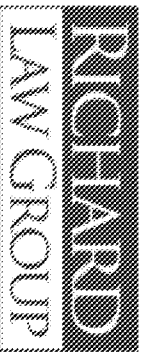
25 Int.  
Headwear; Scarves; Shirts; Belts for clothing

27 Int.  
Rugs

28 Int.  
Pet toys; Sport balls

35 Int.  
On-line retail store services featuring shoe polish, candles, sunglasses, eyewear, bicycles, jewelry, watches, printed matter, stationery, journals, leather goods, clothing, fashion and clothing accessories, belts, footwear, furniture, housewares, fabrics, bedding and textiles; Retail store services featuring shoe polish, candles, sunglasses, eyewear, bicycles, jewelry, watches, printed matter, stationery, journals, leather goods, clothing, fashion and clothing accessories, belts, footwear, headwear, furniture, housewares, fabrics, bedding and textiles





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| Trademark Name | Case Number | Sub Case    | Application Number | Publication Number | Registration Number | Status       | Mark Type |
|----------------|-------------|-------------|--------------------|--------------------|---------------------|--------------|-----------|
| Country Name   | Case Type   | Filing Date | Publication Date   | Registration Date  | Status Date         | Next Renewal |           |

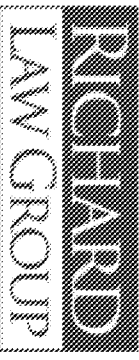
### SHIT FROM SHINOLA - KNOW THE DIFFERENCE

|  |                          |     |          |             |             |             |         |
|--|--------------------------|-----|----------|-------------|-------------|-------------|---------|
| 21620  | United States of America | ORD | 90729812 | 24-May-2021 | 08-Feb-2022 | 05-Apr-2022 | Allowed |
| <b>Owner:</b> Shinola/Detroit, LLC   |                          |     |          |             |             |             |         |
| <b>Client:</b> Shinola/Detroit, LLC  |                          |     |          |             |             |             |         |
| <b>Agent:</b>  |                          |     |          |             |             |             |         |
| <b>Attorneys:</b> MBR,KB   |                          |     |          |             |             |             |         |
| <b>Goods:</b> 14 Int.  |                          |     |          |             |             |             |         |
| Watches; Watch straps; Watch bands; Cases adapted for holding watches; Watch movements; Jewelry; jewelry boxes; clocks; leather goods, namely, key chains  |                          |     |          |             |             |             |         |
| 18 Int.  |                          |     |          |             |             |             |         |
| Leather goods, namely, wallets, billfolds, and luggage tags; bags, namely, tote bags, messenger bags, travel bags, wheeled bags, garment bags for travel, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; leather accessories, namely, leather straps; handbags and purses; umbrellas; clothing for domestic pets |                          |     |          |             |             |             |         |

| THE BIRDY | 21488 | United States of America | ORD | 86016453 | 22-Jul-2013 | 26-Nov-2013 | 14-Mar-2017 | 14-Mar-2027 |
|-----------|-------|--------------------------|-----|----------|-------------|-------------|-------------|-------------|
|-----------|-------|--------------------------|-----|----------|-------------|-------------|-------------|-------------|

|                                     |  |  |  |  |  |  |  |
|-------------------------------------|--|--|--|--|--|--|--|
| <b>Owner:</b> Shinola/Detroit, LLC  |  |  |  |  |  |  |  |
| <b>Client:</b> Shinola/Detroit, LLC |  |  |  |  |  |  |  |
| <b>Agent:</b>                       |  |  |  |  |  |  |  |
| <b>Attorneys:</b> MBR,KB            |  |  |  |  |  |  |  |
| <b>Client Reference:</b> 0423       |  |  |  |  |  |  |  |
| <b>Agent Reference :</b>            |  |  |  |  |  |  |  |

**Goods:** 14 Int. First Use Date: 06/30/2013 First Use In Commerce: 06/30/2013  
Watches



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| Trademark Name | Case Number | Sub Case    | Application Number | Publication Number | Registration Number | Status       | Mark Type |
|----------------|-------------|-------------|--------------------|--------------------|---------------------|--------------|-----------|
| Country Name   | Case Type   | Filing Date | Publication Date   | Registration Date  | Status Date         | Next Renewal |           |

### THE BRAKEMAN

|                                     |                          |                               |          |             |             |             |            |             |
|-------------------------------------|--------------------------|-------------------------------|----------|-------------|-------------|-------------|------------|-------------|
| 21621                               | United States of America | ORD                           | 88009788 | 21-Jun-2018 | 04-Sep-2018 | 06-Oct-2020 | Registered | 06-Oct-2030 |
| <b>Owner:</b> Shinola/Detroit, LLC  |                          | <b>Client Reference:</b> 0500 |          |             |             |             |            |             |
| <b>Client:</b> Shinola/Detroit, LLC |                          | <b>Agent Reference :</b>      |          |             |             |             |            |             |
| <b>Agent:</b>                       |                          |                               |          |             |             |             |            |             |
| <b>Attorneys:</b> MBR,KB            |                          |                               |          |             |             |             |            |             |

**Goods:** 43 Int.  
 Restaurant and bar services excluding coffee shop and snack bar services featuring coffee, tea, juice, espresso beverages, and beverages made with a base of coffee, espresso, tea, or milk; beer garden services; taproom services

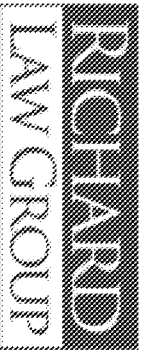
### THE BRAKEMAN

|                                     |                          |                               |          |             |  |  |         |  |
|-------------------------------------|--------------------------|-------------------------------|----------|-------------|--|--|---------|--|
| 44807                               | United States of America | ORD                           | 97766693 | 24-Jan-2023 |  |  | Pending |  |
| <b>Owner:</b> Shinola/Detroit, LLC  |                          | <b>Client Reference:</b> 0001 |          |             |  |  |         |  |
| <b>Client:</b> Shinola/Detroit, LLC |                          | <b>Agent Reference :</b>      |          |             |  |  |         |  |
| <b>Agent:</b>                       |                          |                               |          |             |  |  |         |  |
| <b>Attorneys:</b> KB,MBR            |                          |                               |          |             |  |  |         |  |

**Goods:** 14 Int.  
 Watches; Watch bands; Watch straps.

### THE CANFIELD

|                               |                          |     |          |             |             |             |            |             |
|-------------------------------|--------------------------|-----|----------|-------------|-------------|-------------|------------|-------------|
| 21589                         | United States of America | ORD | 86879968 | 19-Jan-2016 | 14-Jun-2016 | 10-Apr-2018 | Registered | 10-Apr-2028 |
| <b>Client Reference:</b> 0001 |                          |     |          |             |             |             |            |             |



Monday, February 27, 2023

# Trademark List Report

Page 34 of 3

**Trademark Name**

**Case Number**

**Country Name**

**Sub Case**

**Case Type**

**Application Number**

**Filing Date**

**Publication Number**

**Publication Date**

**Registration Number**

**Registration Date**

**Status**

**Status Date**

**Mark Type**

**Next Renewal**

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR, KB

**Client Reference:** 0487

**Agent Reference :**

**Goods:** 14 Int. First Use Date: 03/25/2016 First Use In Commerce: 03/25/2016

Matches: watch straps and watch bands

**THE FOUNDRY**

21495

United States of America

86061675

11-Sep-2013

4553398

17-Jun-2014

Registered

17-Jun-2024

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR, KB

**Client Reference:** 0439

**Agent Reference :**

**Goods:** 35 Int. First Use Date: 01/16/2014 First Use In Commerce: 01/16/2014

Administration of a customer loyalty program which provides early product releases, special offers and limited editions in the field of watches

**THE GILLIGAN**

20931

United States of America

90278435

26-Oct-2020

4553398

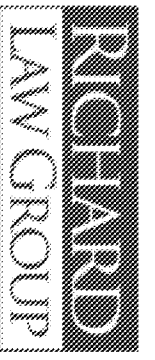
27-Apr-2021

Allowed

22-Jun-2021

TRADEMARK

REEL: 007998 FRAME: 0096



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# Trademark List Report

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**Trademark Name**

**Case Number**

**Country Name**

**Sub Case**

**Case Type**

**Application Number**

**Filing Date**

**Publication Number**

**Publication Date**

**Registration Number**

**Registration Date**

**Status**

**Status Date**

**Mark Type**

**Next Renewal**

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR, KB

**Client Reference:** 0001

**Agent Reference :**

**Goods:** 14 Int.

Matches: Watch bands; Watch straps

**THE RUNWELL**

21285

United States of America

87024836

04-May-2016

5397108

08-Nov-2016

06-Feb-2018

Registered

06-Feb-2028

**Owner:** Shinola/Detroit, LLC

**Client:** Shinola/Detroit, LLC

**Agent:**

**Attorneys:** MBR, KB

**Client Reference:** 0196

**Agent Reference :**

**Goods:** 09 Int. First Use Date: 11/17/2016 First Use In Commerce: 11/17/2016

Turntables being record players

**v. Mtdula Jain re: SHINGORA**

30262

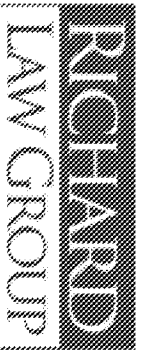
United States of America

87022506

OPP

Pending

05-Mar-2022



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# Trademark List Report

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Trademark Name

Case Number

Sub Case

Application Number

Publication Number

Registration Number

Status

Mark Type

Country Name

Case Type

Filing Date

Publication Date

Registration Date

Status Date

Next Renewal

Owner:

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR

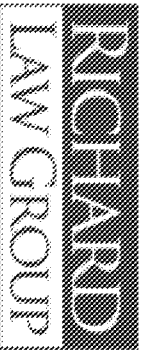
Client Reference: 0536

Agent Reference :

Goods:

TRADEMARK

REEL: 007998 FRAME: 0098



Monday, February 27, 2023

# Trademark List Report

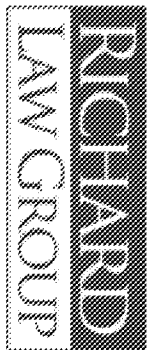
Page 37 of 3

Sort Order: by Trademark  
Record Count: 65

|                                |                        |
|--------------------------------|------------------------|
| Print Goods: Yes               | Print Assignments: No  |
| Print Designated Countries: No | Show Default Image: No |
| Print Related Matters: No      | Print Documents No     |
| Print Remarks: No              | Show Image: No         |
| Print Product: No              | Print Actions: None    |

Filing Date: From: To:

Status Code: Active Status  
 Statuses:  
 Case Types:  
 Countries:  
 Country Name: = United States of America  
 Area:  
 Case Number:  
 Mark Type:  
 Classes:  
 Goods:  
 Client: SHDE  
 Client Name:  
 Agent:  
 Agent Name:  
 Owner:  
 Owner Name:  
 Attorneys:  
 Attorney Name:  
 Trademark Name:  
 Product:



Monday, February 27, 2023

Sub Case:

# Trademark List Report

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**SCHEDULE 2**  
to  
**PATENT AND TRADEMARK SECURITY AGREEMENT**

**PATENTS**

| <b>Name of Grantor</b> | <b>Patent Description</b> | <b>Patent Number</b> | <b>Issue Date</b> |
|------------------------|---------------------------|----------------------|-------------------|
| Shinola/Detroit, LLC   | FORK CROWN                | D737730              | 09/01/2015        |
| Shinola/Detroit, LLC   | WATCH BOW                 | D768023              | 10/04/2016        |
| Shinola/Detroit, LLC   | Clip                      | D778766              | 02/14/2017        |
| Shinola/Detroit, LLC   | Watch Hinged Lug          | D769146              | 10/18/2016        |

**PATENT APPLICATIONS**

None.

**PATENT LICENSES**

None.