

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM830333

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	05/17/2023

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
California Cowboy Apparel, Inc.		08/07/2023	Corporation: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Analog Interaction Apparel LLC
<b>Street Address:</b>	44 Crane Drive
<b>City:</b>	San Anselmo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94960
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
<b>Registration Number:</b>	6842259	CALIFORNIA COWBOY
<b>Registration Number:</b>	5387772	CALIFORNIA COWBOY
<b>Registration Number:</b>	5371239	

**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:** 4153983141  
**Email:** iplaw@evoke.law  
**Correspondent Name:** Nicole A. Katsin  
**Address Line 1:** 201 Spear Street, Suite 1100, #16  
**Address Line 4:** San Francisco, CALIFORNIA 94105

<b>NAME OF SUBMITTER:</b>	Nicole A. Katsin
<b>SIGNATURE:</b>	/Nicole A. Katsin/
<b>DATE SIGNED:</b>	08/08/2023

**Total Attachments: 3**

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# TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“**Assignment**”), effective as of May 17, 2023 (the “**Effective Date**”), is made by and between California Cowboy Apparel, Inc. (“**Assignor**”), a Delaware corporation with an address at 1841 Polk St., San Francisco, CA 94109, and Analog Interaction Apparel LLC (“**Assignee**”), a California limited liability company with an address at 44 Crane Drive, San Anselmo, CA 94960 and (individually referred to as a “**Party**” and collectively as the “**Parties**”).

## RECITALS

WHEREAS, Assignor warrants it owns all statutory and common law right, title, and interest, in the marks as identified in Exhibit A (the “**Marks**”);

WHEREAS, Assignee desires to own all common law and statutory rights, title, and interest in the Marks;

NOW THEREFORE, in consideration of the mutual covenants and promises herein, as well as other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Assignor hereby conveys, transfers, and assigns *nunc pro tunc*, to the Assignee, all rights, title, and interest in the Marks, together with:
  - a. All assets related to the Marks, including but not limited to, the goodwill of the business relating to the products and services on which the Marks are used;
  - b. All income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and
  - c. All rights to sue and collect damages for past, present, and future infringement or misappropriation of the Marks.
2. These assigned rights shall be held and enjoyed by Assignee for Assignee’s own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law, as fully and entirely as the same would have been held and enjoyed by Assignor if this Agreement had not been made.
3. Assignee agrees to cooperate with Assignee to execute such additional documents as are necessary to defend, register, or otherwise give full effect to and perfect the rights of Assignee in the Marks and take such further actions as Assignee may reasonably request in order to register and record this Assignment at the appropriate registries to demonstrate Assignee’s title in the Mark.

IN WITNESS WHEREOF, the undersigned represents that it has authority to execute this Agreement and to carry out all obligations imposed hereunder, has read, understands, and agreed to the terms of this Assignment, and has executed this instrument as of the date set forth below.

**CALIFORNIA COWBOY APPAREL, INC.**  
(Assignor)

**ANALOG INTERACTION APPAREL LLC**  
(Assignee)

Signature: 

Signature: 

Name: Andrew Clark

Name: David Buckley

Title: Founder & CEO

Title: General Manager



Date: 8/7/2023

Date: 8/7/2023

**EXHIBIT A**

**ASSIGNOR'S MARKS**

<b>Jurisdiction</b>	<b>Trademark</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>Classes &amp; Goods (Table)</b>	<b>Status</b>
Australia		1354186	18 Apr 2017	25 - Shirts; sweaters; sweatshirts; T-shirts; tops; hooded sweatshirts. 35 - On-line retail store services featuring clothing, accessories, home goods, and other novelty items	Registered
Canada		TMA1057888	07 Oct 2019	18 - Handbags. 21 - Bottle openers. 25 - Shirts; Bottoms; Coats; Coats for men and women; Dresses; Gloves; Jackets; Pants; Shorts; Skirts; Sweaters; Sweatshirts; T-shirts; Tops; Trousers; Vests; Waist belts; Hooded sweatshirts. 35 - On-line retail store services featuring clothing, handbags and headwear, housewares	Registered
EUTM		1354186	18 Apr 2017	25 - Shirts; sweaters; sweatshirts; T-shirts; tops; hooded sweatshirts. 35 - On-line retail store services relating to clothing, accessories, namely, bags, backpacks, hats, necklaces and eyewear, home goods, namely candles, pillows, blankets and cocktail glasses, and other novelty items, namely hair grooming preparations, skin grooming preparations and bottle openers.	Registered
Japan		1354186	18 Apr 2017	25 - Shirts; sweaters; sweatshirts; T-shirts; tops; hooded sweatshirts. 35 - On-line retail services for clothing, footwear, other than special footwear for sports, personal articles	Registered
United Kingdom		UK00801354186	11 Apr 2018	25 - Shirts; sweaters; sweatshirts; T-shirts; tops; hooded sweatshirts. 35 - On-line retail store services relating to clothing, accessories, namely, bags, backpacks, hats, necklaces and eyewear, home goods, namely candles, pillows, blankets and cocktail glasses, and other novelty items, namely hair grooming preparations, skin grooming preparations and bottle openers.	Registered
United States of America	<b>CALIFORNIA COWBOY</b>	6842259	13 Sep 2022	21 - Bottle openers; Insulating sleeve holder for bottles 25 - Clothing, namely, shirts, sweaters, sweatshirts, hooded sweatshirts, t-shirts, tops, outerwear in the nature of jackets, headwear, caps being headwear, hats, robes, kimonos, fleece pullovers, fleece bottoms, fleece tops, fleece vests, pants, and shorts 35 - On-line retail store services featuring clothing, home décor, and housewares	Registered
United States of America		5387772	23 Jan 2018	21 - Bottle openers 25 - Shirts; Sweaters; Sweatshirts; T-shirts; Tops; Hooded sweatshirts	Registered

Jurisdiction	Trademark	Registration Number	Registration Date	Classes & Goods (Table)	Status
				35 - On-line retail store services featuring clothing, accessories, home goods, and other novelty items	
United States of America		5371239	02 Jan 2018	25 - Hats; Shirts; Sweaters; Sweatshirts; T-shirts; Tops; Hooded sweatshirts 35 - On-line retail store services featuring clothing, home goods, and other novelty items	Registered
WIPO		1354186	18 Apr 2017	25 - Shirts; sweaters; sweatshirts; T-shirts; tops; hooded sweatshirts.  35 - On-line retail store services featuring clothing, accessories, home goods, and other novelty items	Registered