

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM834625

|   |  |                       |   |
|---|--|-----------------------|---|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |   |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |   |
| <b>CONVEYING PARTY DATA</b>   |  |                       |   |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>                            |
| Helly Hansen Deutschland GmbH   |  | 06/06/2023            | Gesellschaft Mit Beschränkter Haftung (GmbH): |
| <b>RECEIVING PARTY DATA</b>   |  |                       |   |
| <b>Name:</b>  | Helly Hansen AS                                    |                       |   |
| <b>Street Address:</b>  | Munkedamsveien 35                                  |                       |   |
| <b>City:</b>  | Oslo   |                       |   |
| <b>State/Country:</b>   | NORWAY   |                       |   |
| <b>Postal Code:</b>   | 0250   |                       |   |
| <b>Entity Type:</b>   | limited company: NORWAY                            |                       |   |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |   |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |   |
| <b>Registration Number:</b>   | 2755212  | HELLY                 |   |
| <b>CORRESPONDENCE DATA</b>  |  |                       |   |
| <b>Fax Number:</b>  |  |                       |   |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> |  |                       |   |
| <b>Phone:</b>   | 703.837.3932                                       |                       |   |
| <b>Email:</b>   | mpaul@stites.com                                   |                       |   |
| <b>Correspondent Name:</b>  | Mari-Elise Paul                                    |                       |   |
| <b>Address Line 1:</b>  | 1800 Diagonal Rd., Suite 325                       |                       |   |
| <b>Address Line 4:</b>  | Alexandria, VIRGINIA 22314                         |                       |   |
| <b>DOMESTIC REPRESENTATIVE</b>  |  |                       |   |
| <b>Name:</b>  | Mari-Elise Paul                                    |                       |   |
| <b>Address Line 1:</b>  | 1800 Diagonal Road, Suite 1800                     |                       |   |
| <b>Address Line 2:</b>  | Stites & Harbison PLLC                             |                       |   |
| <b>Address Line 4:</b>  | Alexandria, VIRGINIA 22314                         |                       |   |
| <b>NAME OF SUBMITTER:</b>   | Mari-Elise Paul                                    |                       |   |
| <b>SIGNATURE:</b>   | /mari-elise paul/                                  |                       |   |
| <b>DATE SIGNED:</b>   | 08/25/2023   |                       |   |

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**Total Attachments: 1**

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**DECLARATION OF TRADEMARK ASSIGNMENT**

WHEREAS, Helly Hansen Deutschland GmbH, a German entity, located at Gustav-Heinemann-Ring 212, Munich, 81739, Germany (hereinafter "ASSIGNOR") is the owner of the four following trademark registrations (database printouts enclosed):

**German trademark No. 398143862 „Helly“**

**European Union Trademark No. 002390847 „Helly“**

**UK trademark No. 00902390847 „Helly“**

**HELLY**

**US trademark Serial No. 76342223, Registration No. 2755212**

WHEREAS, ASSIGNOR wishes to assign all right, title and interest in and to the Trademarks and the aforesaid registrations, and all the goodwill symbolized by the Trademark, to

Helly Hansen AS, located at Munkedamsveien 35, 0250 OSLO, NO (herein after "ASSIGNEE"), and ASSIGNEE wishes to accept such assignment;

NOW, THEREFORE, for a consideration of 10 (Ten) Euros, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby transfer, convey and assign to ASSIGNEE all right, title and interest in and to the Trademarks and the aforesaid registrations, together with all the goodwill symbolized by the Trademarks as well as the right to sue for past infringements of the Trademarks.

AGREED AND CONSENTED TO:

ASSIGNOR

Helly Hansen Deutschland GmbH

By: 

Name:    Børre Hegbom   

Title:    Director   

Date:    05.06.23   

ASSIGNEE

Helly Hansen AS

By: 

Name:    Jean-Philippe Arcand   

Title:    Chief Financial Officer   

Date:    06/25/23   

**Encl.:** Database excerpts