

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM834776

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
David's Bridal LLC		08/25/2023	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	David's Bridal Inc.		
Street Address:	1001 Washington Street		
City:	Conshohocken		
State/Country:	PENNSYLVANIA		
Postal Code:	19428		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 77			
Property Type	Number	Word Mark	
Registration Number:	5970225	ANOMALIE	
Registration Number:	5400141	BE YOUR OWN BRIDE	
Registration Number:	5394380	BE YOUR OWN BRIDE	
Registration Number:	5394414	BE YOUR OWN BRIDE DAVID'S BRIDAL	
Registration Number:	5521318	BE YOUR OWN BRIDE	
Registration Number:	6050998	BLUEPRINT	
Registration Number:	6050999	B · BLUEPRINT · BLUEPRINT	
Registration Number:	6051000	B BLUEPRINT	
Registration Number:	4493933	BLUEPRINT REGISTRY	
Registration Number:	4493934	BLUEPRINT WEDDING REGISTRY	
Registration Number:	5819688	BLUEPRINT REGISTRY	
Registration Number:	5819707	B BLUEPRINT REGISTRY	
Registration Number:	5819706	B BLUEPRINT REGISTRY	
Registration Number:	6833204	BRIDEMOJIS	
Registration Number:	6964286	CELEBRATE DB STUDIO	
Registration Number:	5822126	DB	
Registration Number:	5414723	DB	
Registration Number:	6827355	DAVIDS.COM	
Registration Number:	6862997	DAVID'S	

OP \$1940.00 5970225

Property Type	Number	Word Mark
Registration Number:	6862995	DAVID'S
Registration Number:	4790709	DAVID'S BRIDAL
Registration Number:	4695407	DAVID'S BRIDAL
Registration Number:	5147040	DAVID'S
Registration Number:	4616517	DAVID'S BRIDAL
Registration Number:	2426973	DAVID'S BRIDAL
Registration Number:	2817374	DAVID'S BRIDAL
Registration Number:	3017372	DAVID'S BRIDAL
Registration Number:	3483957	DAVID'S BRIDAL WEDDING
Registration Number:	3484773	DAVIDSBRIDAL.COM
Registration Number:	7000630	DAVID'S BRIDAL NASHBLAST
Registration Number:	4059223	DB STUDIO
Registration Number:	6697206	DIAMOND LOYALTY PROGRAM BY DAVID'S
Registration Number:	6697207	DIAMOND LOYALTY PROGRAM BY DAVID'S
Registration Number:	3522745	DRESS YOUR WEDDING
Registration Number:	6493470	FIFTEEN ROSES
Registration Number:	4835288	FOREVER BRIDE
Registration Number:	6636761	FRONTLINE FIERCE
Registration Number:	1937208	GALINA
Registration Number:	4150222	GALINA SIGNATURE
Registration Number:	6964644	HOORAY DB STUDIO
Registration Number:	6964645	HOORAY DB STUDIO
Registration Number:	4198866	ICON OLEG CASSINI
Registration Number:	6333941	JEWEL
Registration Number:	4729264	JEWEL BY DAVID'S BRIDAL
Registration Number:	6821077	JULES & CLEO
Registration Number:	6821080	JULES & CLEO
Registration Number:	3358442	MELISSA SWEET
Registration Number:	7128059	PEARL BY DAVID'S
Registration Number:	6981852	PEARL BY DAVID'S
Registration Number:	6971200	PEARL REPORT BY DAVID'S
Registration Number:	3933173	PLATINUM
Registration Number:	1987088	PRISCILLA OF BOSTON
Registration Number:	3922357	PRISCILLA OF BOSTON CLASSICS
Registration Number:	1987087	PRISCILLA
Registration Number:	6964329	REIMAGINE DB STUDIO
Registration Number:	3517983	REVERIE BY MELISSA SWEET
Registration Number:	4299881	REVERIE

Property Type	Number	Word Mark
Registration Number:	4197729	RUSTIC WEDDING CHIC
Registration Number:	6615241	THE WINK BY DAVID'S BRIDAL
Registration Number:	3441766	VINEYARD COLLECTION
Registration Number:	6615186	WE EXIST FOR MAGICAL MOMENTS
Registration Number:	5426883	WHITEBOOK
Serial Number:	97817645	ALTERED BY ARTISANS
Serial Number:	97407843	DREAM GALINA SIGNATURE
Serial Number:	97407888	DEVOTION GALINA SIGNATURE
Serial Number:	90154725	FIFTEEN ROSES
Serial Number:	97351335	GALINA SIGNATURE
Serial Number:	97407916	INFATUATION GALINA SIGNATURE
Serial Number:	97862727	JULES & CLEO BY DAVID'S BRIDAL
Serial Number:	97862696	JULES & CLEO
Serial Number:	97616073	OLEG CASSINI
Serial Number:	97616087	OC OLEG CASSINI
Serial Number:	97616088	OC OLEG CASSINI
Serial Number:	97616089	OC OLEG CASSINI
Serial Number:	97616096	OC OLEG CASSINI
Serial Number:	97637078	PEARL BY DAVID'S
Serial Number:	98136312	SHAPEWEAR DB STUDIO

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: 9086052120

Email: lreppert@rkvfirm.com

Correspondent Name: Lisa Reppert

Address Line 1: 110 Allen Rd Suite 208

Address Line 4: BASKING RIDGE, NEW JERSEY 07920

ATTORNEY DOCKET NUMBER:	DBL-DBI August 2023 US TM
NAME OF SUBMITTER:	Lisa Reppert
SIGNATURE:	/Lisa Reppert/
DATE SIGNED:	08/27/2023

Total Attachments: 2

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ASSIGNMENT

WHEREAS, DAVID'S BRIDAL, LLC, a Florida limited liability company having an office at 1001 Washington Street, Conshohocken, PA, 19427 (referred to herein as "DBL") is the owner of certain trademarks and applications filed with the United States Patent and Trademark Office; and

WHEREAS, DAVID'S BRIDAL, INC., a Delaware corporation having an office and principal place of business located at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "DBI") has purchased the intellectual property belonging to DBL pursuant to an asset purchase agreement; and

WHEREAS, DBL now seeks to transfer to DBI all trademarks registered under the name of DBL, including but not limited to all pending applications as well as the registration/serial numbers listed below:

Registration Numbers:

5970225, 5400141, 5394380, 5394414, 5521318, 6050998, 6050999, 6051000, 4493933, 4493934, 5819688, 5819707, 5819706, 6833204, 6964286, 5822126, 5414723, 6827355, 6862997, 6862995, 4790709, 4695407, 5147040, 4616517, 2426973, 2817374, 3017372, 3483957, 3484773, 7000630, 4059223, 6697206, 6697207, 3522745, 6493470, 4835288, 6636761, 1937208, 4150222, 6964644, 6964645, 4198866, 6333941, 4729264, 6821077, 6821080, 3358442, 7128059, 6981852, 6971200, 3933173, 1987088, 3922357, 1987087, 6964329, 3517983, 4299881, 4197729, 6615241, 3441766, 6615186, 5426883

Serial Numbers of Pending Applications:

97817645, 97407843, 97407888, 90154725, 97351335, 97407916, 97862727, 97862696, 97616073, 97616087, 97616088, 97616089, 97616096, 97637078, 98136312

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, receipt and adequacy of which is hereby acknowledged, DBL has assigned, effective July 21, 2023 (the "Effective Date"), unto DBI, its successors and assigns, all of its right, title and interest in and to the above referenced Trademarks, together with the goodwill symbolized by the Trademarks and all rights and remedies for any infringement of the Trademarks. DBL further assigns to DBI, its successors and assigns, all rights arising out of DBL's use of the Trademarks prior to the date of this Assignment, and all rights arising out of DBL's use of the Trademarks under any license to DBI after the date of this Assignment.

IN WITNESS WHEREOF, DBL has caused this Assignment to be executed this
25th day of August, 2023.

DAVID'S BRIDAL, LLC

By: Lori C. Kinkade
Lori Kinkade,
Senior Vice President, Head of Legal