

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM840787

|   |  |                       |                                     |
|---|--|-----------------------|-------------------------------------|
| <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>                  |
| MISSGUIDED (IP) LIMITED   |  | 05/31/2022            | Limited Corporation: UNITED KINGDOM |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                                     |
| <b>Name:</b>  | SDI (RETAIL CO 13) LIMITED                         |                       |                                     |
| <b>Street Address:</b>  | BROOK PARK EAST                                    |                       |                                     |
| <b>Internal Address:</b>  | UNIT A   |                       |                                     |
| <b>City:</b>  | SHIREBROOK   |                       |                                     |
| <b>State/Country:</b>   | UNITED KINGDOM                                     |                       |                                     |
| <b>Postal Code:</b>   | NG208RY  |                       |                                     |
| <b>Entity Type:</b>   | Company: UNITED KINGDOM                            |                       |                                     |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                                     |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                                     |
| <b>Serial Number:</b>   | 87018020   | MENNACE               |                                     |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                                     |
| <b>Fax Number:</b>  | 2077741127   |                       |                                     |
| <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>   | 2077741200   |                       |                                     |
| <b>Email:</b>   | jkeenan@bssn.com                                   |                       |                                     |
| <b>Correspondent Name:</b>  | James F. Keenan, Jr                                |                       |                                     |
| <b>Address Line 1:</b>  | 100 MIDDLE STREET                                  |                       |                                     |
| <b>Address Line 4:</b>  | PORTLAND, MAINE 04104                              |                       |                                     |
| <b>DOMESTIC REPRESENTATIVE</b>  |  |                       |                                     |
| <b>Name:</b>  | James F. Keenan, Jr                                |                       |                                     |
| <b>Address Line 1:</b>  | 100 MIDDLE STREET                                  |                       |                                     |
| <b>Address Line 2:</b>  | Bernstein Shur                                     |                       |                                     |
| <b>Address Line 4:</b>  | PORTLAND, MAINE 04104                              |                       |                                     |
| <b>NAME OF SUBMITTER:</b>   | James F. Keenan, Jr.                               |                       |                                     |
| <b>SIGNATURE:</b>   | /James F. Keenan, Jr./                             |                       |                                     |
| <b>DATE SIGNED:</b>   | 09/20/2023   |                       |                                     |

OP \$40.00 87018020

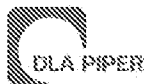
**Total Attachments: 24**

source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page1.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page2.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page3.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page4.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page5.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page6.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page7.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page8.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page9.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page10.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page11.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page12.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page13.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page14.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page15.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page16.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page17.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page18.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page19.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page20.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page21.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page22.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page23.tif  
source=Assignment - Missguided IP Limited - SDI Retail Co 13 Limited#page24.tif

# Deed of Assignment of Intellectual Property

Missguided (IP) Limited (In receivership)  
Benjamin Dymant, Daniel James Mark Smith and Daniel  
Francis Butters (as Receivers)  
SDI (Retail Co 13) Limited

Dated 31 May 2022



# Contents

|   |    |
|---|----|
| PARTIES .....                               | 1  |
| BACKGROUND .....                            | 1  |
| 1 Definitions .....                         | 1  |
| 2 Assignment .....                          | 3  |
| 3 Power of Attorney.....                    | 3  |
| 4 Receivers' Liability .....                | 3  |
| 5 Limitations of Receivers' liability ..... | 4  |
| 6 Counterparts .....                        | 4  |
| 7 Third party rights .....                  | 4  |
| 8 Governing law and jurisdiction .....      | 4  |
| SIGNATURE PAGE .....                        | 21 |
| SCHEDULES                                   |    |
| SCHEDULE 1 .....                            | 5  |
| Part 1 Trade marks .....                    | 5  |
| Part 2 Domain names .....                   | 12 |
| Part 3 Designs.....                         | 20 |
| .....                                       |    |

31 May

## Parties

- (1) **MISSGUIDED (IP) LIMITED (IN RECEIVERSHIP)** (company number 13797040) whose registered office is at 75 Trafford Wharf Road, Trafford Park, Manchester, England M17 1ES (**MG IPL**)
- (2) **BENJAMIN DYMANT, DANIEL JAMES MARK SMITH and DANIEL FRANCIS BUTTERS** each of Teneo Financial Advisory Limited, 5<sup>th</sup> Floor, 6 More London Place, London, SE1 2DA (**Receivers**)
- (3) **SDI (RETAIL CO 13) LIMITED** (company number 12298767) whose registered office is at Unit A, Brook Park East, Shirebrook, United Kingdom, NG20 8RY (**Assignee**)

## Background

- A The Receivers were appointed as joint fixed charge receivers of intellectual property rights owned by MG IPL on 31 May 2022.
- B MG IPL owns the various intellectual property rights referred to in this deed.
- C Pursuant to the terms of the Receivers Sale Agreement (as defined below) MG IPL has agreed to sell to the Assignee such right title and interest as it holds in (inter alia) the Assigned Rights.
- D MG IPL (acting by the Receivers) has agreed to enter into this deed at the request of the Assignee to perfect the transfer to the Assignee of MG IPL's right, title and interest in the Assigned Rights.

## It is agreed:

### 1 Definitions

- (a) In this deed, unless the context otherwise requires, the following words and expressions have the following meanings:

**Assigned Rights** means the Intellectual Property Rights owned by MG IPL at the Completion Date;

**Completion Date** means the date of the Receivers Sale Agreement;

**Designs** means the unregistered designs which are set out in Schedule 1Part 3 of this deed;

**Domain Names** means the domain names, short particulars of which are set out in Part 2 of Schedule 1 of this deed;

**Intellectual Property Rights** means all legal and/or equitable interests (including without limitation, the benefit of all licences in any part of the world) in or relating to the Trade Marks, the Domain Names and the Designs;

**Receivers Sale Agreement** means the agreement relating to the sale of the Intellectual Property Rights dated on or around the date of this deed and made between, amongst others, MGIPL, the Receivers and the Assignee;

**Receivers' Solicitors** means DLA Piper UK LLP of Princes Exchange, 2 Princes Square, Leeds, LS1 4BY (ref: JD/RR/433149/42); and

**Trade Marks** means the registered trade marks, short particulars of which are set out in Part 1 of Schedule 1 of this deed.

- (b) In this deed (unless the context requires otherwise) any reference to:
- (i) any gender includes all genders, any reference to the singular includes the plural (and vice versa), and references to person includes bodies corporate, unincorporated associations and partnerships (whether or not any of them have a separate legal personality);
  - (ii) legislation or a legislative provision includes reference to the legislation or legislative provision as amended or re-enacted from time to time (whether before or after the date of this deed) and any prior or subsequent subordinate legislation made under it which is in force from time to time (except to the extent that any amendment, re-enactment or subordinate legislation made after the date of this deed would increase or extend the liability of any party under this deed);
  - (iii) statutory obligations includes obligations arising under Articles of the Treaty establishing the European Community and regulations and directives of the European Union as well as UK Acts of Parliament and subordinate legislation;
  - (iv) obligations undertaken by a party which comprise more than one person shall be deemed to be made by them jointly and severally;
  - (v) a clause or schedule is to a clause of or schedule to this deed, any reference to a part or paragraph is to a part of paragraph of a schedule to this deed, any reference within a schedule to a part is to a part of that schedule, and any reference within a part of a schedule to a paragraph is to a paragraph of that part of that schedule;
  - (vi) any professional firm or company includes any firm or company effectively succeeding to the whole, or substantially the whole, of its practice or business;
  - (vii) the contents list, headings and any descriptive notes are for ease of reference only and shall not affect the construction or interpretation of this deed; and
  - (viii) **including, includes or in particular** means including, includes or in particular without limitation;
- (c) *The Interpretation Act 1978* shall apply to this deed as it does to an Act of Parliament.
- (d) Except as expressly set out in this deed, any lists contained in any schedule or annexure are for guidance only and are not exhaustive or complete lists of the items in question and shall not constitute any warranty in respect of MGIPL's ownership of the listed items or otherwise.
- (e) This deed incorporates the schedules and any appendices to it.

- (f) Clause and Schedule headings shall not affect the interpretation of this deed.

## 2 Assignment

MGIPL hereby assigns to the Assignee all its rights, title and interest in and to the Assigned Rights, including the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership, of any of the Assigned Rights whether occurring before or after the date of this deed.

## 3 Power of Attorney

- (a) MGIPL, acting by the Receivers, hereby appoints the Assignee to:

- (i) sign, execute, deliver, and issue agreements and documents; and
- (ii) take any steps,

which are necessary for the Assignee to obtain for itself the full benefit of the assignment of the Assigned Rights, pursuant to clause 2 of this Deed.

- (b) This power of attorney shall expire on the date which is two years after the date of this deed.

## 4 Receivers' Liability

- (a) The Assignee acknowledges that no warranty is given in respect of the Assigned Rights. The Assignee acknowledges that in respect of the Assigned Rights the Receivers' knowledge is limited and that accordingly MGIPL is selling only such title as it may have to the Assigned Rights. If MGIPL does not have title or unencumbered title to the Assigned Rights the Assignee hereby expressly agrees that it shall have no right to rescind this Assignment nor to any damages or a reduction in the consideration paid or payable pursuant to the Receivers Sale Agreement.
- (b) No warranty, condition or assurance is given or implied whether statutory or otherwise as to the nature of the Assigned Rights and neither MGIPL nor the Receivers shall be liable for any loss, damage, expense or damage of any kind whatsoever of any sort in or arising from or to any of the Assigned Rights.
- (c) The Assignee hereby acknowledges that it accepts that the terms and conditions herein are reasonable in the context of a receivership sale in accordance with the provisions of the *Unfair Contract Terms Act 1977* having regard to the fact that:
- (i) this is a sale by a company in receivership in circumstances where it is usual that no representations, warranties and conditions express, implied, statutory, or otherwise are given by or on behalf of MGIPL or the Receivers (or any of them); and
  - (ii) MGIPL and the Receivers have informed the Assignee that the Assignee must rely absolutely on the Assignee's own opinion and/or professional advice concerning the Assigned Rights, their condition and nature, the possibility that some or all of them may have defects not apparent on due diligence, the reason the Assignee has or should have for purchasing the same and the use of which it intends or should intend to put them.

## **5 Limitations of Receivers' liability**

- (a) The parties acknowledge that in the negotiation, execution and performance of this deed, the Receivers are acting only as agents for MGIPL. Neither the Receivers, nor the Receivers' firm nor any of the Receivers' partners, employees, agents or advisers shall have any personal liability of any kind under or in connection with this deed or under any document executed pursuant to this deed or in respect of any claim relating to this deed or any such document.
- (b) The limitations of liability in this deed shall also apply to any document executed pursuant to this deed and shall arise and continue notwithstanding the termination of the Receivers' appointment after the signing of this deed, and shall operate as waivers of any claims in tort as well as under the law of contract.
- (c) This deed is intended to take effect as a deed notwithstanding that it has been signed by the Receivers under hand only.

## **6 Counterparts**

This deed may be executed in any number of counterparts, each of which when executed and delivered shall constitute an original of this deed, but all the counterparts shall together constitute the same deed.

## **7 Third party rights**

No person other than a party to this deed shall have any rights to enforce any term of this deed.

## **8 Governing law and jurisdiction**

- (a) This deed and any matter arising from or in connection with it shall be governed by and construed in accordance with English law.
- (b) Each party irrevocably agrees to submit to the exclusive jurisdiction of the English courts over any claim or matter arising from or in connection with this deed or the legal relationships established by or in connection with this deed, save that any party may seek interim injunctive relief or any other interim measure of protection in any court of competent jurisdiction.



# Schedule 1

## Part 1 Trade marks

| Country   | Official No. | Title  | Renewal Date | Classes           |
|-----------|--------------|--|--------------|-------------------|
| Argentina | 2685385      | MISSGUIDED                                   | 20/10/2024   | 09                |
| Argentina | 2685384      | MISSGUIDED                                   | 20/10/2024   | 14                |
| Argentina | 2685383      | MISSGUIDED                                   | 20/10/2024   | 18                |
| Argentina | 2685382      | MISSGUIDED                                   | 20/10/2024   | 25                |
| Argentina | 2685381      | MISSGUIDED                                   | 20/10/2024   | 35                |
| Australia | 1763663      | MISSGUIDED                                   | 08/04/2026   | 03,09,14,18,25,35 |
| Australia | 1767908      | MENNACE                                      | 29/04/2026   | 03,09,14,18,25,35 |
| Australia | 1767924      | MISCHV                                       | 1767924      | 03,09,14,18,25,35 |
| Australia | 1861199      | SHOENIVERSE                                  | 25/07/2027   | 25, 35            |
| Bahrain   | 121563       | MISSGUIDED                                   | 10/01/2028   | 03                |
| Bahrain   | 121564       | MISSGUIDED                                   | 10/01/2028   | 09                |
| Bahrain   | 121565       | MISSGUIDED                                   | 10/01/2028   | 14                |
| Bahrain   | 121566       | MISSGUIDED                                   | 10/01/2028   | 18                |
| Bahrain   | 121567       | MISSGUIDED                                   | 10/01/2028   | 25                |
| Bahrain   | 121568       | MISSGUIDED                                   | 10/01/2028   | 35                |
| Brazil    | 840654901    | MISSGUIDED                                   | 12/07/2026   | 09                |
| Brazil    | 840654928    | MISSGUIDED                                   | 12/07/2026   | 14                |
| Brazil    | 840654936    | MISSGUIDED                                   | 12/07/2026   | 18                |
| Brazil    | 840654898    | MISSGUIDED                                   | 12/07/2026   | 25                |
| Brazil    | 840654910    | MISSGUIDED                                   | 12/07/2026   | 35                |
| Brazil    | 904047369    | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 25/11/2024   | 14                |
| Brazil    | 904047385    | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 25/11/2024   | 25                |

|                   |               |  |            |                   |
|-------------------|---------------|--|------------|-------------------|
| Brazil            | 904047407     | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 25/11/2024 | 09                |
| Brazil            | 904047431     | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 25/11/2024 | 18                |
| Canada            | TMA89486<br>1 | MISSGUIDED                                   | 22/01/2030 |                   |
| Canada            | TMA89484<br>8 | MISSGUIDED                                   | 22/01/2030 |                   |
| Canada            | TMA84806<br>1 | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 09/04/2028 |                   |
| China             | 20306339      | MISSGUIDED                                   | 06/08/2027 | 03,09,14,18,25,35 |
| China             | 20306341      | MENNACE                                      | 13/10/2027 | 03,09,14,18,25,35 |
| China             | 6868995       | MISS GUIDED                                  | 27/10/2030 | 25                |
| China             | 27094579      | BABE POWER                                   | 20/10/2028 | 03                |
| China             | 20306340      | MISCHV                                       | 13/10/2027 | 03,09,14,18,25,35 |
| Egypt             | 362804        | MISSGUIDED                                   | 25/12/2027 | 03                |
| Egypt             | 362805        | MISSGUIDED                                   | 25/12/2027 | 09                |
| Egypt             | 362806        | MISSGUIDED                                   | 25/12/2027 | 14                |
| Egypt             | 362807        | MISSGUIDED                                   | 25/12/2027 | 18                |
| Egypt             | 362808        | MISSGUIDED                                   | 25/12/2027 | 25                |
| Egypt             | 362809        | MISSGUIDED                                   | 25/12/2027 | 35                |
| European<br>Union | 015246176     | MISSGUIDED                                   | 21/03/2026 | 03,09,14,18,25,35 |
| European<br>Union | 015324536     | MENNACE                                      | 08/04/2026 | 03,09,14,18,25,35 |
| European<br>Union | 006739908     | MISS GUIDED                                  | 10/03/2028 | 25                |
| European<br>Union | 008946329     | MISSGUIDED                                   | 11/03/2030 | 09,14,18,25       |
| European<br>Union | 017353368     | BABE POWER                                   | 16/10/2027 | 03                |

|                      |                        |              |            |                   |
|----------------------|------------------------|--------------|------------|-------------------|
| European Union       | 017895560              | MENNACE logo | 07/05/2028 | 03,09,14,18,25,35 |
| European Union       | 018311967              | RE_STYLD     | 22/09/2030 | 25,35             |
| European Union       | 015324569              | MISCHV       | 08/04/2026 | 03,09,14,18,25,35 |
| European Union       | 017014036              | SHOENIVERSE  | 24/07/2027 | 25, 35            |
| Hong Kong            | 301152486              | MISS GUIDED  | 02/07/2028 | 25                |
| India                | 1718429                | MISS GUIDED  | 05/08/2028 | 25                |
| India                | 2473519                | MISSGUIDED   | 06/02/2023 | 09,14,18,25       |
| Indonesia            | IDM000513<br>828       | MISSGUIDED   | 16/10/2023 | 09,14,18,25,35    |
| Iran                 | 139750140<br>001041933 | MISSGUIDED   | 28/08/2028 | 03,09,14,18,25,35 |
| Israel               | 299748                 | MISSGUIDED   | 05/11/2027 | 03,09,14,18,25,35 |
| Jordan               | 155316                 | MISSGUIDED   | 06/09/2027 | 03                |
| Jordan               | 155317                 | MISSGUIDED   | 06/09/2027 | 09                |
| Jordan               | 155318                 | MISSGUIDED   | 06/09/2027 | 14                |
| Jordan               | 155319                 | MISSGUIDED   | 06/09/2027 | 18                |
| Jordan               | 155320                 | MISSGUIDED   | 06/09/2027 | 25                |
| Jordan               | 155311                 | MISSGUIDED   | 06/09/2027 | 35                |
| Kuwait               | 121259                 | MISSGUIDED   | 09/10/2023 | 09                |
| Kuwait               | 123331                 | MISSGUIDED   | 09/10/2023 | 14                |
| Kuwait               | 123332                 | MISSGUIDED   | 09/10/2023 | 25                |
| Kuwait               | 123333                 | MISSGUIDED   | 09/10/2023 | 35                |
| Kuwait               | 143710                 | MISSGUIDED   | 09/10/2023 | 18                |
| Kuwait               | 195158                 | MISSGUIDED   | 09/10/2023 | 03                |
| Lebanon              | 182905                 | MISSGUIDED   | 21/12/2032 | 03,09,14,18,25,35 |
| Madrid Protocol (TM) | 1155103                | MISSGUIDED   | 10/03/2023 | 09,14,18,25       |

|                      |                |  |            |                   |
|----------------------|----------------|--|------------|-------------------|
| Madrid Protocol (TM) | 1183015        | MISSGUIDED                                   | 23/09/2023 | 35                |
| Madrid Protocol (TM) | 1090389        | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 02/08/2031 | 09,14,18,25       |
| Madrid Protocol (TM) | 1121277        | PEACE & LOVE<br>(design)                     | 14/05/2022 | 25                |
| Malaysia             | 201301396<br>1 | MISSGUIDED                                   | 07/10/2023 | 09                |
| Malaysia             | 201301396<br>0 | MISSGUIDED                                   | 07/10/2023 | 14                |
| Malaysia             | 201301395<br>9 | MISSGUIDED                                   | 07/10/2023 | 18                |
| Malaysia             | 201301395<br>8 | MISSGUIDED                                   | 07/10/2023 | 25                |
| Malaysia             | 201301395<br>7 | MISSGUIDED                                   | 07/10/2023 | 35                |
| Mexico               | 1848335        | MISSGUIDED                                   | 01/11/2027 | 03                |
| Mexico               | 1846031        | MISSGUIDED                                   | 01/11/2027 | 09                |
| Mexico               | 1846032        | MISSGUIDED                                   | 01/11/2027 | 14                |
| Mexico               | 1846033        | MISSGUIDED                                   | 01/11/2027 | 18                |
| Mexico               | 1846034        | MISSGUIDED                                   | 01/11/2027 | 25                |
| Mexico               | 1846035        | MISSGUIDED                                   | 01/11/2027 | 35                |
| Mexico               | 1367310        | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 08/02/2023 | 25                |
| New Zealand          | 767019         | Miss Guided                                  | 18/04/2027 | 25                |
| New Zealand          | 1078671        | MISSGUIDED                                   | 18/10/2027 | 03,09,14,18,25,35 |
| Qatar                | 116902         | MISSGUIDED                                   | 27/08/2027 | 03                |
| Qatar                | 116903         | MISSGUIDED                                   | 27/08/2027 | 09                |
| Qatar                | 116904         | MISSGUIDED                                   | 27/08/2027 | 14                |
| Qatar                | 116905         | MISSGUIDED                                   | 27/08/2027 | 18                |
| Qatar                | 116906         | MISSGUIDED                                   | 27/08/2027 | 25                |
| Qatar                | 116907         | MISSGUIDED                                   | 27/08/2027 | 35                |

|                    |              |  |            |                   |
|--------------------|--------------|--|------------|-------------------|
| Republic of Korea  | 806740       | MISS GUIDED                                  | 19/11/2029 | 25                |
| Russian Federation | 677528       | MISSGUIDED                                   | 31/10/2027 | 03,09,14,18,25,35 |
| Saudi Arabia       | 1436024808   | MISSGUIDED                                   | 13/04/2025 | 09                |
| Saudi Arabia       | 1436024809   | MISSGUIDED                                   | 13/04/2025 | 14                |
| Saudi Arabia       | 1436024810   | MISSGUIDED                                   | 13/04/2025 | 18                |
| Saudi Arabia       | 1436024811   | MISSGUIDED                                   | 13/04/2025 | 25                |
| Saudi Arabia       | 1436024812   | MISSGUIDED                                   | 13/04/2025 | 35                |
| Saudi Arabia       | 1438027155   | MISSGUIDED                                   | 11/04/2027 | 03                |
| Singapore          | 40202000866U | MISSGUIDED                                   | 13/01/2030 | 03,09,14,18,25,35 |
| South Africa       | 2013/26489   | MISSGUIDED                                   | 23/09/2023 | 09                |
| South Africa       | 2013/26490   | MISSGUIDED                                   | 23/09/2023 | 14                |
| South Africa       | 2013/26491   | MISSGUIDED                                   | 23/09/2023 | 18                |
| South Africa       | 2013/26492   | MISSGUIDED                                   | 23/09/2023 | 25                |
| South Africa       | 2013/26493   | MISSGUIDED                                   | 23/09/2023 | 35                |
| South Africa       | 2013/04017   | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 15/02/2023 | 25                |
| Switzerland        | 725644       | MISSGUIDED                                   | 02/08/2028 | 03,09,14,18,25,35 |
| Thailand           | 171109179    | MISSGUIDED                                   | 03/08/2025 | 09                |
| Thailand           | 171109180    | MISSGUIDED                                   | 03/08/2025 | 14                |
| Thailand           | 997813       | MISSGUIDED                                   | 03/08/2025 | 18                |
| Thailand           | 997814       | MISSGUIDED                                   | 03/08/2025 | 25                |
| Thailand           | 997815       | MISSGUIDED                                   | 03/08/2025 | 35                |
| Turkey             | 201792847    | MISSGUIDED                                   | 31/10/2027 | 03,09,14,18,25,35 |

|                      |                   |  |            |                   |
|----------------------|-------------------|--|------------|-------------------|
| Ukraine              | m20192797<br>4    | MISSGUIDED                                   |            | 03,09,14,18,25,35 |
| United Arab Emirates | 199432            | MISSGUIDED                                   | 10/10/2023 | 09                |
| United Arab Emirates | 199433            | MISSGUIDED                                   |            | 14                |
| United Arab Emirates | 199434            | MISSGUIDED                                   | 10/10/2023 | 18                |
| United Arab Emirates | 199435            | MISSGUIDED                                   | 10/10/2023 | 25                |
| United Arab Emirates | 199436            | MISSGUIDED                                   | 10/10/2023 | 35                |
| United Arab Emirates | 294476            | MISSGUIDED<br>Arabic Logo                    | 26/06/2028 | 25                |
| United Arab Emirates | 294477            | MISSGUIDED                                   | 26/06/2028 | 03                |
| United Arab Emirates | 187447            | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 26/02/2023 | 25                |
| United Kingdom       | UK0000316<br>8756 | MISSGUIDED                                   | 09/06/2026 | 03                |
| United Kingdom       | UK0000314<br>3927 | MENNACE                                      | 11/01/2026 | 03,09,14,18,25,35 |
| United Kingdom       | UK0000254<br>1581 | MISSGUIDED                                   | 11/03/2030 | 09,14,18,25       |
| United Kingdom       | UK0000302<br>0187 | MISSGUIDED                                   | 30/08/2023 | 35                |
| United Kingdom       | UK0000322<br>7608 | BABE POWER                                   | 27/04/2027 | 03                |
| United Kingdom       | UK0000326<br>8868 | MENNACE &<br>Device                          | 07/11/2027 | 03,09,14,18,25,35 |
| United Kingdom       | UK0000336<br>7372 | Babe Oud                                     | 16/01/2029 | 03                |
| United Kingdom       | UK0000336<br>7369 | Babe Dreams                                  | 16/01/2029 | 03                |
| United Kingdom       | UK0000336<br>7376 | Babe Night                                   | 16/01/2029 | 03                |

|                             |                   |  |            |                   |
|-----------------------------|-------------------|--|------------|-------------------|
| United Kingdom              | UK0000353<br>5963 | RE_STYLD                                     | 22/09/2030 | 25,35             |
| United Kingdom              | UK0000345<br>5058 | BABE VIBES                                   | 02/01/2030 | 03                |
| United Kingdom              | UK0000253<br>0430 | MISSGUIDED<br>PEACE LOVE AND<br>FASHION LOGO | 02/11/2029 | 09,14,18,25       |
| United Kingdom              | UK0000314<br>3929 | MISCHV                                       | 11/01/2026 | 03,09,14,18,25,35 |
| United Kingdom              | UK0000320<br>7837 | SHOENIVERSE                                  | 20/01/2027 | 25, 35            |
| United Kingdom              | UK0090673<br>9908 | MISS GUIDED                                  | 10/03/2028 | 25                |
| United Kingdom              | UK0091524<br>6176 | MISSGUIDED                                   | 21/03/2026 | 03,09,14,18,25,35 |
| United States of<br>America | 5299084           | MISSGUIDED                                   | 03/10/2027 | 03,09,14,18,25,35 |
| United States of<br>America | 87018020          | MENNACE                                      |            | 03,09,14,18,25,35 |
| United States of<br>America | 5760358           | BABE POWER                                   | 28/05/2029 | 03                |
| United States of<br>America | 90589838          | RE_STYLD                                     |            | 25,35             |
| United States of<br>America | 5630479           | SHOENIVERSE                                  | 18/12/2028 | 35                |
| United States of<br>America | 5630480           | SHOENIVERSE                                  | 18/12/2028 | 25                |
| United States of<br>America | 87018036          | MISCHV                                       | 20/02/2028 | 03,09,14,18,25,35 |
| Vietnam                     | 4-2018-<br>35021  | MISSGUIDED                                   | 10/10/2028 | 03,09,14,18,25,35 |

Part 2 Domain names

| Country/domain type | Domain            |
|---------------------|-------------------|
| Alternate Extension | mennace.uk.com    |
| Alternate Extension | mi55guided.uk.com |
| Alternate Extension | missguided.com.de |
| Alternate Extension | missguided.uk.com |
| Alternate Extension | missguided.us.com |
| Austria             | misguided.at      |
| Australia           | missguided.com.au |
| Belgium             | mennace.be        |
| Belgium             | misguided.be      |
| Belgium             | missguided.be     |
| Chile               | misguided.cl      |
| Chile               | missguided.cl     |
| China               | misguided.cn      |
| China               | missguided.com.cn |
| China               | missguided.cn     |
| China               | missguided.net.cn |
| China               | missguided.org.cn |
| Colombia            | mennace.co        |
| Czech Republic      | misguided.cz      |
| European Union      | mennace.eu        |
| European Union      | missguided.eu     |
| Finland             | misguided.fi      |
| Finland             | missguided.fi     |
| France              | mennace.fr        |
| France              | missguided.fr     |



|         |                       |
|---------|-----------------------|
| France  | missguidedeu.fr       |
| France  | missguidedfr.fr       |
| Georgia | missguided.ge         |
| Germany | missgui.de            |
| Germany | missguided.de         |
| gTLD    | babeofmisguided.com   |
| gTLD    | babeofmissguided.com  |
| gTLD    | babesofboohoo.com     |
| gTLD    | babesofmissguided.com |
| gTLD    | babesofplt.com        |
| gTLD    | mannace.london        |
| gTLD    | mennace.biz           |
| gTLD    | mennace.blog          |
| gTLD    | mennace.com           |
| gTLD    | mennace.direct        |
| gTLD    | mennace.info          |
| gTLD    | mennace.ltd           |
| gTLD    | mennace.net           |
| gTLD    | mennace.org           |
| gTLD    | mennace.shop          |
| gTLD    | mennace.store         |
| gTLD    | mennacenonprod.com    |
| gTLD    | mennaceprod.com       |
| gTLD    | mghomme.com           |
| gTLD    | mgmnclothing.com      |
| gTLD    | mi55-guided.com       |
| gTLD    | mi55guided.com        |
| gTLD    | mis-guided.com        |

|      |                        |
|------|------------------------|
| gTLD | mischv.com             |
| gTLD | missguided.com         |
| gTLD | misgided.com           |
| gTLD | misguidedbabes.com     |
| gTLD | misguidedclothing.com  |
| gTLD | misguidedfashion.biz   |
| gTLD | misguidedfashion.com   |
| gTLD | miss-gided.com         |
| gTLD | missguided.com         |
| gTLD | missguided.com         |
| gTLD | missguided-careers.com |
| gTLD | missguided.adult       |
| gTLD | missguided.asia        |
| gTLD | missguided.biz         |
| gTLD | missguided.clothing    |
| gTLD | missguided.com         |
| gTLD | missguided.dpmlblock   |
| gTLD | missguided.fashion     |
| gTLD | missguided.info        |
| gTLD | missguided.london      |
| gTLD | missguided.porn        |
| gTLD | missguided.promo       |
| gTLD | missguided.sex         |
| gTLD | missguided.shop        |
| gTLD | missguided.store       |
| gTLD | missguided.tech        |
| gTLD | missguided.xxx         |
| gTLD | missguidedasia.com     |

|           |                          |
|-----------|--------------------------|
| gTLD      | missguidedau.com         |
| gTLD      | missguidedaus.com        |
| gTLD      | missguidedaustralia.com  |
| gTLD      | missguidedbabes.com      |
| gTLD      | missguidedbeauty.com     |
| gTLD      | missguidedbrazil.com     |
| gTLD      | missguidedbritain.com    |
| gTLD      | missguidedcanada.com     |
| gTLD      | missguidedcareers.com    |
| gTLD      | missguideddd.com         |
| gTLD      | missguidedde.com         |
| gTLD      | missguidedeuropa.com     |
| gTLD      | missguidedfashion.com    |
| gTLD      | missguidedfr.com         |
| gTLD      | missguidednewzealand.com |
| gTLD      | missguidednz.com         |
| gTLD      | missguidedstyle.com      |
| gTLD      | missguideduk.com         |
| gTLD      | missguidedus.com         |
| gTLD      | missguidedusa.com        |
| gTLD      | mrguided.com             |
| gTLD      | officialbabeuniform.com  |
| gTLD      | officialguided.com       |
| gTLD      | wannaholla.com           |
| gTLD      | wannanominate.com        |
| Hong Kong | missguided.hk            |
| Hong Kong | missguided.com.hk        |
| Hungary   | missguided.hu            |

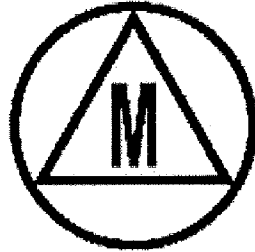
|             |                   |
|-------------|-------------------|
| India       | missguided.co.in  |
| India       | missguided.in     |
| India       | missguided.ind.in |
| Indonesia   | misguided.co.id   |
| Indonesia   | missgu.id         |
| Indonesia   | missguided.co.id  |
| Indonesia   | missguided.id     |
| Ireland     | missguided.ie     |
| Israel      | misguided.co.il   |
| Israel      | missguided.co.il  |
| Japan       | mennace.jp        |
| Japan       | misguided.jp      |
| Japan       | missguided.jp     |
| Kuwait      | missguided.com.kw |
| Latvia      | misguided.lv      |
| Latvia      | missguided.lv     |
| Lithuania   | missguided.lt     |
| Luxembourg  | missguided.lu     |
| Macao       | misguided.mo      |
| Macao       | missguided.com.mo |
| Malaysia    | misguided.my      |
| Malaysia    | missguided.com.my |
| Malaysia    | missguided.my     |
| Mexico      | misguided.mx      |
| Netherlands | misguided.nl      |
| Netherlands | missguided.nl     |
| New Zealand | mennace.co.nz     |
| New Zealand | missguided.co.nz  |

|                           |                   |
|---------------------------|-------------------|
| Philippines               | misguided.com.ph  |
| Philippines               | missguided.com.ph |
| Philippines               | missguided.ph     |
| Poland                    | mennace.pl        |
| Poland                    | misguided.pl      |
| Poland                    | missguided.pl     |
| Portugal                  | missguided.pt     |
| Qatar                     | missguided.qa     |
| Republic of Korea         | misguided.kr      |
| Republic of Korea         | missguided.kr     |
| Russian Federation        | mennace.ru        |
| Russian Federation        | missguided.ru     |
| Saudi Arabia              | missguided.sa     |
| Serbia                    | missguided.rs     |
| Singapore                 | missguided.com.sg |
| Singapore                 | missguided.sg     |
| South Africa              | misguided.co.za   |
| South Africa              | missguided.co.za  |
| Spain                     | misguided.es      |
| Spain                     | missguided.es     |
| Sweden                    | mennace.se        |
| Sweden                    | misguided.se      |
| Sweden                    | missguided.se     |
| Switzerland               | misguided.ch      |
| Switzerland               | missguided.ch     |
| Taiwan, Province of China | misguided.tw      |
| Taiwan, Province of China | missguided.com.tw |
| Taiwan, Province of China | missguided.tw     |

|                      |                        |
|----------------------|------------------------|
| Tuvalu               | mennace.tv             |
| Ukraine              | misguided.com.ua       |
| Ukraine              | missguided.com.ua      |
| Ukraine              | missguided.ua          |
| United Arab Emirates | misguided.ae           |
| United Arab Emirates | missguided.ae          |
| United Kingdom       | babeofmisguided.co.uk  |
| United Kingdom       | babeofmissguided.co.uk |
| United Kingdom       | babesofboohoo.co.uk    |
| United Kingdom       | babesofmisguided.co.uk |
| United Kingdom       | babesofplf.co.uk       |
| United Kingdom       | girlondon.co.uk        |
| United Kingdom       | mennace.co.uk          |
| United Kingdom       | mennance.org.uk        |
| United Kingdom       | mgnonprod.co.uk        |
| United Kingdom       | mgprod-dr.co.uk        |
| United Kingdom       | mgprod.co.uk           |
| United Kingdom       | mgprop.co.uk           |
| United Kingdom       | mi55-guided.co.uk      |
| United Kingdom       | mi55guided.co.uk       |
| United Kingdom       | mis-guided.co.uk       |
| United Kingdom       | misguided.co.uk        |
| United Kingdom       | misguidedbabes.co.uk   |
| United Kingdom       | misguidedfashion.co.uk |
| United Kingdom       | miss-gided.co.uk       |
| United Kingdom       | missguided.co.uk       |
| United Kingdom       | missguded.co.uk        |

|                |                             |
|----------------|-----------------------------|
| United Kingdom | missguided.co.uk            |
| United Kingdom | missguidedbabes.co.uk       |
| United Kingdom | missguidedbeauty.co.uk      |
| United Kingdom | officialbabeuniform.co.uk   |
| United Kingdom | peaceandlovetofashion.co.uk |
| United Kingdom | wannaholla.co.uk            |
| United Kingdom | wannanominate.co.uk         |
| United States  | mennace.us                  |
| United States  | missguided.us               |
| Uzbekistan     | misguided.uz                |
| Vietnam        | missguided.vn               |

Part 3 Designs



**MISSGUIDED**  
FEEL, LOVE AND FASHION

**MENNACE**  
WWW.MENNACE.COM



# Signature page

Executed as a deed, but not delivered until the  
first date specified on page 1, by  
**MISSGUIDED (IP) LIMITED** (in receivership)  
by one of the Receivers pursuant to powers  
conferred under the Law of Property Act 1925  
in the presence of:

**MISSGUIDED (IP) LIMITED** by its Receiver

Witness signature

Witness name  
(block capitals)

*Aurora Potts*

Witness address

*1 St Peter's Square  
Manchester  
M2 3DE*

Signature

Signed by one of the Receivers for and on  
behalf of all of them:

Signature

  
Receiver

Executed as a deed, but not delivered until the  
first date specified on page 1, by **SDI (RETAIL  
CO 13) LIMITED**

Signature

Name (block capitals)

Director

Signature

Name (block capitals)

Secretary/Director

# Signature page

Executed as a deed, but not delivered until the )  
first date specified on page 1, by )  
**MISSGUIDED (IP) LIMITED** (in receivership) )  
by one of the Receivers pursuant to powers )  
conferred under the Law of Property Act 1925 )  
in the presence of:

**MISSGUIDED (IP) LIMITED** by its Receiver

Signature .....

Witness signature

Witness name  
(block capitals)

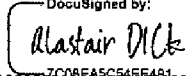
Witness address

Signed by one of the Receivers for and on )  
behalf of all of them: )

Signature .....

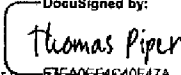
**Receiver**

Executed as a deed, but not delivered until the )  
first date specified on page 1, by **SDI (RETAIL )  
CO 13) LIMITED** )

Signature  .....

Name (block capitals) ALASTAIR DICK .....

**Director**

Signature  .....

Name (block capitals) THOMAS PIPER .....

**Secretary/Director**