

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM843144

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KNS International, LLC		01/01/2023	Limited Liability Company: UTAH
RECEIVING PARTY DATA			
Name:	Pinnacle IP, LLC		
Street Address:	12577 S 265 W, Suite 3B		
City:	Draper		
State/Country:	UTAH		
Postal Code:	84020		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4282334	HAILEY JEANS CO.	
CORRESPONDENCE DATA			
Fax Number:	8015961508		
<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>			
Phone:	8015327080		
Email:	cjones@strongandhanni.com		
Correspondent Name:	Casey W. Jones		
Address Line 1:	102 S 200 E, Suite 800		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	Casey W. Jones		
SIGNATURE:	/Casey W. Jones/		
DATE SIGNED:	10/02/2023		
Total Attachments: 1			
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OP \$40.00 4282334

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of January 1, 2023 ("Effective Date") by and between KNS International, LLC, a Utah limited liability company with a business address of 12577 S. 265 W., Suite 3B, Draper, Utah 84020 ("Assignor") and Pinnacle IP, LLC, a Delaware limited liability company with a business address of 12577 S 265 W., Suite 3B, Draper, Utah 84020 ("Assignee").

WHEREAS, Assignor is the owner of the U.S. Trademark Registrations for HAILEY JEANS CO. (Registration No. 4282334) (the "Trademark"); and

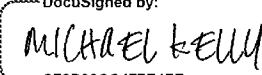
WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the Trademark together with the goodwill associated therewith.

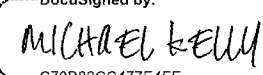
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Trademark, for the United States, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademark, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNOR
KNS INTERNATIONAL, LLC

ASSIGNEE
PINNACLE IP, LLC

DocuSigned by:

By _____
Name: Michael Kelly
Its: Chief Executive Officer

DocuSigned by:

By _____
Name: Michael Kelly
Its: Manager