

900275092 12/19/2013

TRADEMARK ASSIGNMENT

01/29/2014

Electronic Version v1.1
Stylesheet Version v1.1



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Re 1/29/14

900275092

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HARRODS LIMITED		12/18/2013	COMPANY: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	HARRODS CORPORATE MANAGEMENT LIMITED
Street Address:	87-135 Brompton Road
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	SW1X 7XL
Entity Type:	COMPANY: UNITED KINGDOM

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	1354693	HARRODS
Registration Number:	2123276	HARRODS
Registration Number:	2125248	HARRODS
Registration Number:	2125249	HARRODS
Registration Number:	2200913	HARRODS
Registration Number:	2925320	HARRODS
Registration Number:	2966488	HARRODS
Registration Number:	3167445	HARRODS
Registration Number:	3249052	HARRODS
Registration Number:	3250706	HARRODS
Registration Number:	3324019	HARRODS

CORRESPONDENCE DATA

OP \$315.00 1354693

Fax Number: 2127686800

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 8164602605

Email: patrick.boisson@dentons.com

Correspondent Name: Brian R. McGinley / Dentons US LLP

Address Line 1: PO BOX 061080

Address Line 4: CHICAGO, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:

70030990-0001-BRM-PB6

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Brian R. McGinley

Signature:

/brian r. mcginley/

Date:

12/19/2013

Total Attachments: 5

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Dated 18th December 2013

HARRODS LIMITED

HARRODS CORPORATE MANAGEMENT LIMITED

**ASSIGNMENT OF US TRADE
MARKS**

ADDLESHAW GODDARD

**TRADEMARK
REEL: 005199 FRAME: 0247**

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This Assignment is made on

18th December

2013

Between

- (1) **HARRODS LIMITED** (Company No. 00030209), a company organised and existing under the laws of England & Wales, of 87-135 Brompton Road, London, SW1X 7XL, United Kingdom (**Assignor**); and
- (2) **HARRODS CORPORATE MANAGEMENT LIMITED**, a company organised and existing under the laws of England & Wales, 87-135 Brompton Road, London, SW1X 7XL, United Kingdom (**Assignee**).

Whereas

- (A) The Assignor is the proprietor of the US trade mark registrations details of which are set out in the Schedule hereto (**Trade Marks**).
- (B) The parties have agreed that the Trade Marks should be assigned by the Assignor to the Assignee for the consideration and on the terms and subject to the conditions set out in this Assignment.

It is agreed

1 Assignment

In consideration of the payment of the sum of £13,750 (Thirteen Thousand, Seven Hundred and Fifty Pounds) by the Assignee to the Assignor, the receipt and sufficiency of which is hereby acknowledged by the Assignor, the Assignor hereby assigns all its right, title and interest in and to the Trade Marks together with:

- (a) all statutory and common law rights attaching thereto including the right to sue for damages and other remedies in respect of any infringement or misuse of the Trade Marks which may have occurred prior to the date of this Assignment and to retain any damages obtained or any award of costs made as a result of any such action; and
- (b) the goodwill of the business of the Assignor in respect of which the Trade Marks have been used,

To Hold unto the Assignee absolutely.

2 Further Assurance

- 2.1 In the event that the validity or ownership of the Trade Marks is challenged on any point upon which the Assignor has advice or can procure information which may assist in meeting and defeating or reducing the effect of such challenge the Assignor agrees and/or undertake to supply such advice and/or to supply or procure the supply of such information without reasonable delay but subject to the right to charge the Assignee reasonable out of pocket expenses incurred in pursuance of this provision.
- 2.2 The Assignor shall, and shall use all reasonable endeavours to procure that any third party shall, execute such further documents and do such further acts as the Assignee may reasonably request from time to time to give full effect to this Assignment and to secure to the Assignee the full benefit of the rights in this Assignment.

3 Governing law and jurisdiction

3.1 This Agreement is governed by and shall be interpreted in accordance with the law of England and Wales.

3.2 Each party irrevocably submits to the exclusive jurisdiction of the courts of England and Wales.

Signed by the parties or their duly authorised representatives on the date of this Assignment.

The Schedule

The Trade Marks

Country	Trademark	Number	Date	Classes
USA	<i>Harrods</i>	1354693	13-Aug-1985	42
USA	HARRODS	2123276	23-Dec-1997	33
USA	HARRODS	2125248	30-Dec-1997	30
USA	HARRODS	2125249	30-Dec-1997	29
USA	HARRODS	2200913	03-Nov-1998	16
USA	HARRODS	2925320	08-Feb-2005	8 & 18
USA	HARRODS	2966488	12-Jul-2005	3, 14, 21, 24, 25 & 27
USA	HARRODS	3167445	07-Nov-2006	28
USA	<i>Harrods</i>	3249052	05-Jun-2007	35
USA	HARRODS	3250708	12-Jun-2007	35
USA	HARRODS	3324019	30-Oct-2007	4
USA	<i>Harrods</i>	79119932	18-Jul-2012	43

Signed by
duly authorised for and on behalf of
HARRODS LIMITED

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Group General Counsel

Signed by
duly authorised for and on behalf of
HARRODS CORPORATE MANAGEMENT LIMITED

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Group General Counsel