

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM454255

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jockey International, Inc.		12/08/2017	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Jockey Being Family Foundation, Ltd.		
Street Address:	2300 60th Street		
City:	Kenosha		
State/Country:	WISCONSIN		
Postal Code:	53140		
Entity Type:	Non-Stock Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3358103	JOCKEY BEING FAMILY	
Registration Number:	3532418	BEING FAMILY	
CORRESPONDENCE DATA			
Fax Number:	2626582006		
<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:	262-658-8111		
Email:	trademark.legal@jockey.com		
Correspondent Name:	Nimita L. Parekh		
Address Line 1:	Jockey International, Inc.		
Address Line 2:	2300 60th Street		
Address Line 4:	Kenosha, WISCONSIN 53140		
ATTORNEY DOCKET NUMBER:	2634		
NAME OF SUBMITTER:	Nimita L. Parekh		
SIGNATURE:	/Nimita L Parekh/		
DATE SIGNED:	12/12/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Jockey International, Inc., a Wisconsin corporation, with an address of 2300 60th Street, Kenosha, Wisconsin 53140 ("Assignor"), is the current owner of record of the trademark registrations, and all associated rights, listed on the attached Schedule A (the "Marks"); and

WHEREAS, Jockey Being Family Foundation, Ltd., a Wisconsin non-stock corporation, with an address of 2300 60th Street, Kenosha, Wisconsin 53140 ("Assignee"), wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used;

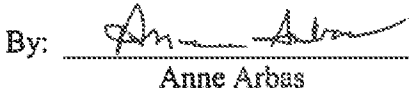
NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Marks, together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, duly authorized officers of Assignor and Assignee have executed this agreement on the date(s) listed below.

Jockey International, Inc.
By: 
Mark S. Jaeger

Title: Sr. VP, Human Resources,
General Counsel & Secretary

Date: 12/8/17

Jockey Being Family Foundation, Ltd.
By: 
Anne Arbas

Title: Vice President

Date: 12/11/17

SCHEDULE A

Country	Mark	Reg. No.
U.S.	JOCKEY BEING FAMILY	3358103
U.S.	BEING FAMILY	3532418
Canada	JOCKEY BEING FAMILY	TMA761179
Canada	BEING FAMILY	TMA805082