

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM537219

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Buffalo Beauts Hockey, LLC		08/16/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	NWHL Holdings, LLC		
Street Address:	67 West Street		
Internal Address:	Suite 401-B11		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11222		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4906135	BUFFALO BEAUTS	
Registration Number:	5655814	BUFFALO BEAUTS	
Registration Number:	5638076	BEAUTS	
Registration Number:	5661523	BEAUTS	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	bnatter@haugpartners.com		
Correspondent Name:	Ben Natter		
Address Line 1:	745 Fifth Ave		
Address Line 4:	New York, NEW YORK 10151		
ATTORNEY DOCKET NUMBER:	A414-9		
NAME OF SUBMITTER:	Kyle Koemm		
SIGNATURE:	//Kyle Koemm//		
DATE SIGNED:	08/19/2019		
Total Attachments: 1			

OP \$115.00 4906135

ASSIGNMENT OF TRADEMARK

Whereas, **Buffalo Beauts Hockey, LLC** _____ (name of assignor)

Of 79 Perry Street, Suite 400, Buffalo, New York 14203 _____ (address)

Owens trademark reg. nos. 4,906,135; 5,655,814; 5,638,076; and 5,661,523 _____,
for the Marks BUFFALO BEAUTS, BUFFALO BEAUTS, BEAUTS (plus design), BEAUTS (plus design),
respectively.

Whereas, **NWHL Holdings, LLC** _____ (name of assignee)


of 67 West Street, Suite 401-B11, Brooklyn, New York 11222 _____ (address)

desires to acquire from the Assignor all of the Assignor's right, title and interest in and to the Trademark registrations set forth above, together with the benefit of any use of the Trademarks by the Assignor, and the goodwill of the business relations to the Trademarks and to the wares or services associated with the Trademarks, to hold unto the Assignee absolutely.

Now, therefore, in consideration of the payment of one dollar (\$1.00) and for good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, the Assignor and the Assignee hereby agree as follows:

Trademark Assignment, the Assignor hereby sells, transfers and assigns to the Assignee, its successors and assigns, the Assignor's entire right, title and interest in and to the Trademark registrations set forth above, together with (i) the benefit of any use of the Trademarks by the Assignor (ii) the goodwill of the business relations to the Trademarks and to the wares or services associated with the Trademarks, (iii) all income, royalties and damages hereafter due or payable to the Assignor with respect to the Trademarks to hold unto the Assignee absolutely.

August 16, 2019
Date of Execution



Signature of Assignor

GREGG G. BRANDON, Assistant Secretary
Name and Title of signatory if the Assignor is an entity