

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM543523

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tête-à-Tête, Inc.		09/09/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Stitch Fix, Inc.		
Street Address:	One Montgomery Street		
Internal Address:	Suite 1500		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5287417	FF	
Registration Number:	5408279	FF	
Registration Number:	5282909	THE WARDROBE OPERATING SYSTEM	
Registration Number:	5388034	THE WARDROBE OPERATING SYSTEM	
Serial Number:	87259392	THE OPERATING SYSTEM FOR YOUR WARDROBE	
CORRESPONDENCE DATA			
Fax Number:	5123225201		
<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:	512-482-5242		
Email:	sespensshade@pirkeybarber.com		
Correspondent Name:	Steven M. Espensshade		
Address Line 1:	1801 East 6th Street		
Address Line 2:	Suite 300		
Address Line 4:	Austin, TEXAS 78702		
NAME OF SUBMITTER:	Steven M. Espensshade		
SIGNATURE:	/sm espensshade/		
DATE SIGNED:	10/02/2019		

OP \$140.00 5287417

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is made by and between Tête-à-Tête, Inc., a Delaware corporation, with a business address at 305 West Broadway No. 198, New York, New York 10013 (the "Assignor"), and Stitch Fix, Inc., a Delaware corporation with a business address at 731 Market St., 5th Floor, San Francisco, California 94103 (the "Assignee") (collectively, the Assignor and the Assignee are referred to as the "Parties").

WHEREAS, Assignor is the owner of the marks listed on the attached Schedule A and the goodwill of the business symbolized thereby and associated therewith (referred to as "the Marks");

WHEREAS, Assignor is the owner of U.S. trademark registrations and applications all listed in Schedule B (the "Applications and Registrations").

WHEREAS, Assignee is desirous of acquiring all Assignor's right, title, and interest in and to the Marks, Applications and Registrations, and Assignor is desirous of assigning to Assignee all Assignor's right, title, and interest in and to the Marks, Applications and Registrations;

NOW, THEREFORE, for good and valuable consideration, as set forth herein by and between the Parties, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignor hereby assigns to Assignee all Assignor's right, title, and interest in and to the Marks, Applications and Registrations, together with the goodwill of the business symbolized by the Marks, Applications and Registrations, and all rights to damages and profits, due or accrued, arising out of past infringements of said Marks, Applications and Registrations, and the right to sue for and recover the same.

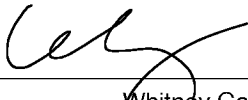
2. Assignor shall promptly, upon the request of Assignee, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee may reasonably request to permit Assignee to record the assignment made by this instrument or any other documents Assignee may reasonably deem necessary or advisable to effectuate the terms and intent of this Trademark Assignment.

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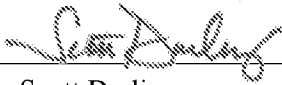
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IN WITNESS WHEREOF, Assignor and Assignee have each executed this Assignment, which is effective as of the last day written below.

TÊTE-À-TÊTE, INC.

By: 
Name: Whitney Casey
Title: CEO
Date: 8/30, 2019

STITCH FIX, INC.

By: 
Name: Scott Darling
Title: Chief Legal Officer
Date: September 9, 2019



SCHEDULE A
TRADEMARKS

FF (stylized)

THE OPERATING SYSTEM FOR YOUR WARDROBE

THE WARDROBE OPERATING SYSTEM

SCHEDULE B**U.S. Trademark Applications and Registrations**

MARK	REG. NO./APP. NO.	CLASS(ES)	STATUS/KEY DATES
FF (Stylized) 	RN: 5287417 SN: 87070958	42	Registered September 12, 2017 Int'l Class: 42 First Use: October 1, 2016 Filed: June 14, 2016
FF (Stylized) 	RN: 5408279 SN: 87070947	9	Registered February 20, 2018 Int'l Class: 09 First Use: April 1, 2017 Filed: June 14, 2016
THE OPERATING SYSTEM FOR YOUR WARDROBE	SN: 87259392	9 & 42	Allowed - Intent to Use 4th Extension of Time Granted July 8, 2019 Filed: December 6, 2016
THE WARDROBE OPERATING SYSTEM	RN: 5282909 SN: 87975642	42	Registered September 5, 2017 Int'l Class: 42 First Use: November 1, 2016 Filed: December 6, 2016
THE WARDROBE OPERATING SYSTEM	RN: 5388034 SN: 87259386	9	Registered January 23, 2018 Int'l Class: 09 First Use: April 1, 2017 Filed: December 6, 2016