

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM568701

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Best Made Resources LLC		03/16/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Duluth Holdings Inc.		
Street Address:	201 East Front Street		
City:	Mount Horeb		
State/Country:	WISCONSIN		
Postal Code:	53572		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	5781416	SX	
Registration Number:	5781417	SEAMLESS & STEADFAST	
Registration Number:	5832186	BE OPTIMISTIC	
Registration Number:	5781420		
Serial Number:	88197433	X	
Registration Number:	5634536	X	
Registration Number:	5633724	X	
Registration Number:	5267012	X	
Registration Number:	5402150	X	
Registration Number:	4983912	BEST X MADE	
Registration Number:	5134069	CAMP X HOME	
Registration Number:	5005744	BEST MADE	
Registration Number:	4481754	X MADE	
Registration Number:	4481753	BEST X MADE	
Registration Number:	4130672	BEST X MADE	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

CH \$390.00 5781416

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 4142733500
Email: bgilpin@gklaw.com
Correspondent Name: Brian G. Gilpin
Address Line 1: 833 East Michigan Street, Suite 1800
Address Line 2: Godfrey & Kahn, S.C.
Address Line 4: Milwaukee, WISCONSIN 53202-5615

ATTORNEY DOCKET NUMBER: 056935-0274

NAME OF SUBMITTER: Brian G. Gilpin

SIGNATURE: /brian g. gilpin/

DATE SIGNED: 03/24/2020

Total Attachments: 18

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TRADEMARK ASSIGNMENT

WHEREAS, Best Made Resources LLC, a Delaware limited liability company (“Assignor”) is the owner of the entire right, title and interest in and to the marks set forth on Annex A hereto (hereinafter the “Marks”), including all registrations and applications therefor and the goodwill of the business symbolized thereby; and

WHEREAS, Duluth Holdings Inc., a Wisconsin corporation having a principal place of business at 201 East Front Street, Mount Horeb, Wisconsin 53572 (“Assignee”), desires to acquire the entire right, title and interest in and to the Marks worldwide, and the goodwill of the business symbolized thereby;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment by Assignee to Assignor of One Dollar (\$1.00) and other good and valuable consideration, including consideration payable pursuant to that certain Asset Purchase Agreement dated as of March 16, 2020 by and between Assignee and Assignor, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the full and exclusive right, title and interest in and to said Marks, including all common law and statutory rights, and any and all federal, state and/or other registrations in and to the Marks, together with all of the goodwill and the business symbolized by and associated with the Marks, and all causes of action, claims, and demands or other rights for, or arising from, any infringement, including past infringements, of the Marks.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

Dated: March 16, 2020

Best Made Resources LLC

By: 

Name: Daniel Widmaier

Title: Manager

Duluth Holdings Inc.

By: _____

Name: David Loretta

Title: Senior Vice President and Chief Financial Officer

TRADEMARK ASSIGNMENT

WHEREAS, Best Made Resources LLC, a Delaware limited liability company ("Assignor") is the owner of the entire right, title and interest in and to the marks set forth on Annex A hereto (hereinafter the "Marks"), including all registrations and applications therefor and the goodwill of the business symbolized thereby; and

WHEREAS, Duluth Holdings Inc., a Wisconsin corporation having a principal place of business at 201 East Front Street, Mount Horeb, Wisconsin 53572 ("Assignee"), desires to acquire the entire right, title and interest in and to the Marks worldwide, and the goodwill of the business symbolized thereby;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment by Assignee to Assignor of One Dollar (\$1.00) and other good and valuable consideration, including consideration payable pursuant to that certain Asset Purchase Agreement dated as of March 16, 2020 by and between Assignee and Assignor, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the full and exclusive right, title and interest in and to said Marks, including all common law and statutory rights, and any and all federal, state and/or other registrations in and to the Marks, together with all of the goodwill and the business symbolized by and associated with the Marks, and all causes of action, claims, and demands or other rights for, or arising from, any infringement, including past infringements, of the Marks.

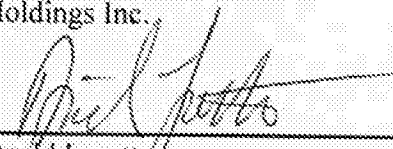
ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

Dated: March 16, 2020

Best Made Resources LLC

By: _____
Name: Daniel Widmaier
Title: Manager

Duluth Holdings Inc.

By:  _____
Name: David Loretta
Title: Senior Vice President and Chief Financial Officer



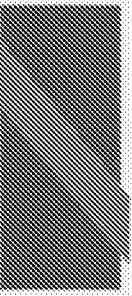
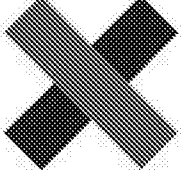
ANNEX A

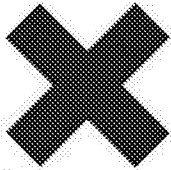


Marks

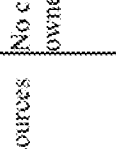
[see attached]


Best Made Resources, LLC

TRADEMARKS

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
	US	5781416	June 18, 2019	Registered	Best Made Resources, LLC	
SEAMLESS & STEADFAST	US	5781417	June 18, 2019	Registered	Best Made Resources, LLC	
	US	5832186	August 13, 2019	Registered	Best Made Resources, LLC	
	US	5781420	June 18, 2019	Registered	Best Made Resources, LLC	
	US	88197433	November 16, 2018	Published	Best Made Resources, LLC	


MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
	US	5634536	December 18, 2018	Registered	Best Made Resources, LLC	
	US	5633724	December 18, 2018	Registered	Best Made Resources, LLC	
	US	5267012	August 15, 2017	Registered	Best Made Resources, LLC	Best Made Resources, LLC identified as a NY LLC


MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
	US	5402150	February 13, 2018	Registered	Best Made Resources LLC	<p>No comma in record owner name.</p> <p>Original application filed by Best Made Resources, Inc. (NY corp.); corrected to Best Made Resources Ltd. (NY Corp.)</p> <p>14-Dec-2016 recorded merger of Best Made Resources Ltd. (NY corp.) into BMR Acquisition Sub II, LLC (DE LLC)</p> <p>14-Dec-2016 recorded name change of BMR Acquisition Sub II, LLC (DE LLC) to Best Made Resources LLC (DE LLC)</p>


MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
<p>BEST</p>  <p>MADE</p>	US	4983912	June 21, 2016	Registered	Best Made Resources LLC	<p>No comma in record owner name.</p> <p>Original application filed by Best Made Resources, Inc. (NY corp.); corrected to Best Made Resources Ltd. (NY Corp.)</p> <p>14-Dec-2016 recorded merger of Best Made Resources Ltd. (NY corp.) into BMR Acquisition Sub II, LLC (DE LLC)</p> <p>14-Dec-2016 recorded name change of BMR Acquisition Sub II, LLC (DE LLC) to Best Made Resources LLC (DE LLC)</p>

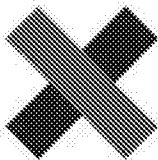



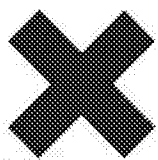
MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
CAMP X HOME	US	5134069	January 31, 2017	Registered	Best Made Resources LLC	No comma in record owner name. Original application filed by Best Made Resources, Inc. (NY corp.); corrected to Best Made Resources Ltd. (NY Corp.) 14-Dec-2016 recorded merger of Best Made Resources Ltd. (NY corp.) into BMR Acquisition Sub II, LLC (DE LLC) 14-Dec-2016 recorded name change of BMR Acquisition Sub II, LLC (DE LLC) to Best Made Resources LLC (DE LLC)

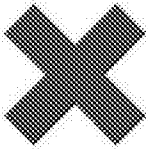
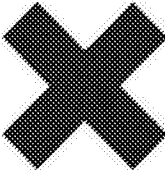
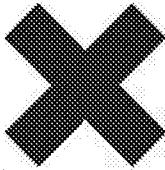
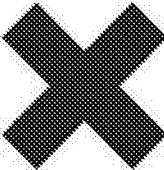
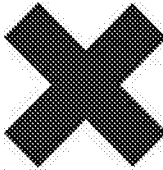
MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
BEST MADE	US	5005744	July 26, 2016	Registered	Best Made Resources LLC	No comma in record owner name. Original application filed by Best Made Resources, Inc. (NY corp.); corrected to Best Made Resources Ltd. (NY Corp.) 14-Dec-2016 recorded merger of Best Made Resources Ltd. (NY corp.) into BMR Acquisition Sub II, LLC (DE LLC) 14-Dec-2016 recorded name change of BMR Acquisition Sub II, LLC (DE LLC) to Best Made Resources LLC (DE LLC)

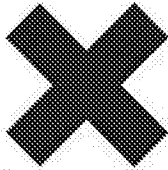
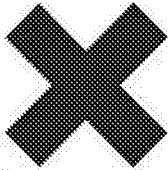
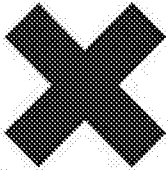
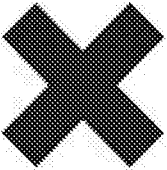
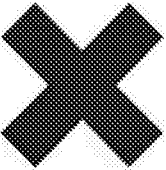
MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
 MADE	US	4481754	February 11, 2014	Registered	Best Made Resources LLC	No comma in record owner name. Original application filed by Best Made Company, LLC (NJ LLC) 1-Feb-2015 recorded assignment to Best Made Resources Ltd. (NY corp.) 14-Dec-2016 recorded merger of Best Made Resources Ltd. (NY corp.) into BMR Acquisition Sub II, LLC (DE LLC) 14-Dec-2016 recorded name change of BMR Acquisition Sub II, LLC (DE LLC) to Best Made Resources LLC (DE LLC)

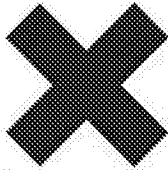
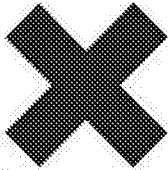
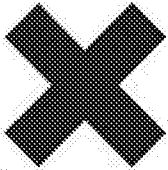
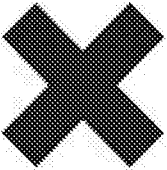
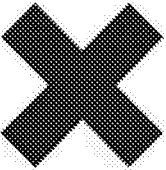
MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
BEST  MADE	US	4481753	February 11, 2014	Registered	Best Made Resources LLC	No comma in record owner name. Original application filed by Best Made Company, LLC (NJ LLC) 1-Feb-2015 recorded assignment to Best Made Resources Ltd. (NY corp.) 14-Dec-2016 recorded merger of Best Made Resources Ltd. (NY corp.) into BMR Acquisition Sub II, LLC (DE LLC) 14-Dec-2016 recorded name change of BMR Acquisition Sub II, LLC (DE LLC) to Best Made Resources LLC (DE LLC)

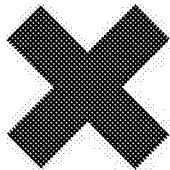
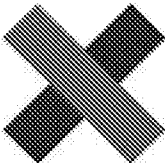
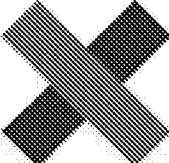

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
BEST  MADE	US	4130672	April 24, 2012	Registered	Best Made Resources LLC	No comma in record owner name. Original application filed by Best Made Company, LLC (NJ LLC) 1-Feb-2015 recorded assignment to Best Made Resources Ltd. (NY corp.) 14-Dec-2016 recorded merger of Best Made Resources Ltd. (NY corp.) into BMR Acquisition Sub II, LLC (DE LLC) 14-Dec-2016 recorded name change of BMR Acquisition Sub II, LLC (DE LLC) to Best Made Resources LLC (DE LLC)

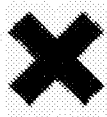
MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
	CA	1963423	May 16, 2019	Pending	Best Made Resources LLC	No comma in record owner name.
	CA	1834869	April 28, 2017	Pending	Best Made Resources LLC	No comma in record owner name.
BEST  MADE	CA	1834871	April 28, 2017	Pending	Best Made Resources LLC	No comma in record owner name.
 MADE	CA	1834870	April 28, 2017	Pending	Best Made Resources LLC	No comma in record owner name.
	EP	17488801	April 30, 2018	Registered	Best Made Resources, LLC	

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
	EP	16667751	December 4, 2017	Registered	Best Made Resources, LLC	
	CN	24046489	May 10, 2017	Pending	Best Made Resources, LLC	
	CN	24046484	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.
	CN	24046491	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.
	CN	24046490	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
	CN	38219109	May 16, 2019	Registered	Best Made Resources, LLC	
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	CN	24046492	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.
	CN	24046494	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.
	CN	24046485	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
	CN	24046493	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.
	CN	24046486	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.
	CN	24046488	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.
	CN	38219111	May 16, 2019	Registered	Best Made Resources, LLC	
	CN	38219112	May 16, 2019	Registered	Best Made Resources, LLC	

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
	CN	24046487	May 10, 2017	Registered	Best Made Resources LLC	No comma in record owner name.
	JP	2019-069655	May 16, 2019	Pending	Best Made Resources, LLC	
	AU	2009287	May 15, 2019	Pending	Best Made Resources, LLC	
 MADE	Madrid Protocol AU - granted CN - refused EM - refused JP - granted	1355825	April 20, 2017	Registered	Best Made Resources LLC	No comma in record owner name.

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS	RECORD OWNER	ENCUMBRANCES /NOTES
BEST  MADE	Madrid Protocol AU - pending CN - refused EM - granted JP - granted	1271392	February 26, 2015	Registered	Best Made Resources LLC	No comma in record owner name.