

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM600578

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HANAE MORI ASSOCIATES CO., LTD.		10/01/2020	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	MITSUI BUSSAN I-FASHION LTD.		
Street Address:	3-6-12 KITA-AOYAMA, MINATO-KU		
City:	TOKYO		
State/Country:	JAPAN		
Postal Code:	107-0061		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0915780	HANAE MORI	
Registration Number:	1099945	HANAE MORI	
Registration Number:	4404623	HANAE MORI	
Registration Number:	4819602	HANAE	
CORRESPONDENCE DATA			
Fax Number:	7038362021		
<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:	7038366620		
Email:	bassam.ibrahim@bipc.com		
Correspondent Name:	Bassam N. Ibrahim		
Address Line 1:	1737 King Street, Suite 500		
Address Line 4:	Alexandria, VIRGINIA 22314-2727		
ATTORNEY DOCKET NUMBER:	0073865-000058		
DOMESTIC REPRESENTATIVE			
Name:	Bassam N. Ibrahim		
Address Line 1:	1737 King Street, Suite 500		
Address Line 4:	Alexandria, VIRGINIA 22314		

OP \$115.00 0915780

NAME OF SUBMITTER:	Bassam N. Ibrahim
SIGNATURE:	/Bassam N. Ibrahim/
DATE SIGNED:	10/01/2020
Total Attachments: 3 source=Executed TRADEMARK ASSIGNMENT#page1.tif source=Executed TRADEMARK ASSIGNMENT#page2.tif source=Executed TRADEMARK ASSIGNMENT#page3.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into between HANAE MORI ASSOCIATES CO., LTD., a Corporation organized and existing under the laws of Japan and having a place of business at 3-17 KANDANISHIKI-CHO, CHIYODA-KU, TOKYO, JAPAN 100-0006 ("Assignor") and MITSUI BUSSAN I-FASHION LTD. a Corporation organized and existing under the laws of Japan and having a place of business at 3-6-12 KITA-AOYAMA, MINATO-KU TOKYO JAPAN 107-0061 ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the U.S. trademark registrations as listed in the attached Schedule A (the "Mark").

NOW THEREFORE, be it known that, for and in consideration of 1 (one) dollar, and other good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

1. This Assignment covers (a) the Marks, including, without limitation, trademarks, and/or service marks, together with the goodwill associated with the foregoing and the ongoing and existing business to which the trademarks/service marks pertain; (b) any extension or renewal of any such registration or application set forth in subsection (a) hereof; (c) any unregistered rights in any of the foregoing; (d) all rights therein provided by international treaties and conventions, and all rights to obtain trademarks and registrations thereto, in each case in all countries throughout the world; and (3) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (c) hereof, collectively, the "Assigned Intellectual Property").

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property in the United States of America, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property, in its entirety, and the assets of the business associated with the Assigned Intellectual Property, in their entirety. With respect to applications filed in the United States Patent and Trademark Office ("USPTO") on the basis of the applicant's intent to use such marks in commerce, as to which evidence of such use has not yet been filed in the USPTO, such mark is being assigned to the successor to the business of the applicant or portion thereof to which such mark pertain, which business is ongoing and existing. Assignor hereby authorizes and requests any official of the United States of America whose duty it is to issue registrations thereon to issue same to Assignee, its successors and assigns, in accordance with the terms of this Assignment.

3. Assignor hereby covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment.

4. Assignor further covenants and agrees to cooperate with and reasonably assist Assignee in obtaining, enforcing and defending Assignee's rights in the Assigned Intellectual Property, including without limitation, in proceedings before any court or tribunal, the United States Patent and Trademark Office, or another agency or authority, it being understood that any expense incident to such assistance shall be borne by the Assignee, its successors and assigns.

5. All assignments to be executed and return to the attention of:

A.I.

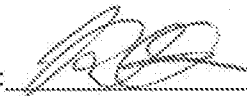
RD

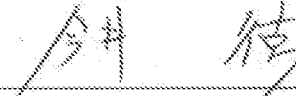
Bassam N. Ibrahim
Buchanan Ingersoll & Rooney, PC
1737 King Street
Suite 500
Alexandria, VA 22314
Telephone: 703-836-6620
Facsimile: 703-836-2021
Email: bassam.ibrahim@birc.com

IN WITNESS WHEREOF, the parties have executed this Assignment a set forth below

HANAE MORI ASSOCIATES CO., LTD.

MITSUI BUSSAN I-FASHION LTD.

By: 

By: 

Name: Ryusuke Oki

Name: Atsushi Imai

Title: President

Title: President

Date: October 1, 2020

Date: October 1, 2020

U.S. FEDERAL TRADEMARK REGISTRATIONS
SCHEDULE A

MARK	REGISTRATION NUMBER	GOODS	FILING DATE
HANAE MORI (WORD MARK)	0915780	Class 3- COSMETIC PREPARATIONS- NAMELY, COLOGNE, PERFUME, MANICURE CREAMS, SKIN CREAMS, SKIN LOTIONS, FACIAL CLEANSING CREAM, FACIAL MOISTURIZING LOTION, SKIN FRESHENER.	March 7, 1969
HANAE MORI (WORD MARK)	1099945	Class 3- PERFUME	October 2, 1975
HANAE MORI (STYLIZED)	4404623	Class 21- Under plates, dinner plates, dessert plates, bread and butter plates, teacups, tea saucers, tea bowls, serving trays, pill cases for personal use, vases, rice bowls, soup bowls, mugs.	September 6, 2012
HANAE (WORD MARK)	4819602	Class 3- Perfume, Eau de toilette, Body cream for cosmetic care preparations for non-medical purposes.	September 30, 2014

A.I. PD