

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM635613

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900597728

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
North Inc.		06/29/2020	Corporation: CANADA

RECEIVING PARTY DATA

Name:	Google LLC
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	87945349	
Serial Number:	87952803	BYNORTH
Serial Number:	87945327	
Serial Number:	87864725	NORTH
Serial Number:	87878135	FOCALS
Serial Number:	87864732	NORTH
Serial Number:	87864718	NORTH
Serial Number:	87424843	LOOP

CORRESPONDENCE DATA

Fax Number:

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.

Email: tmdocketing@google.com

Correspondent Name: Google LLC

Address Line 1: 1600 Amphitheatre Parkway

Address Line 4: Mountain View, CALIFORNIA 94043

NAME OF SUBMITTER:	Scott Ceresia
SIGNATURE:	/Scott Ceresia/

DATE SIGNED:	03/30/2021
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Total Attachments: 4
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TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) is effective as of the 29th day of June, 2020 by and between North Inc., a Canadian corporation, having its place of business at Brookfield Place, 181 Bay Street, Suite 2100, Toronto, ON, M5J 2T3, Canada (hereinafter “Assignor”), and Google LLC, a Delaware limited liability company (“Assignee”), having its place of business at 1600 Amphitheatre Parkway, Mountain View, California, 94043 USA.

WHEREAS, Assignor is the owner of the trademarks set forth in Schedule A attached hereto and incorporated herewith, and all other rights appurtenant, including, but not limited to, common law rights, title and interest, trade name rights and the right to recover for past infringement, in the United States of America and all other countries and jurisdictions of the world, in and to said trademarks and any applications and registrations thereof, including any intent-to-use applications (hereinafter collectively referred to as the “Trademarks”);

WHEREAS, for the Trademarks in use, Assignor has adopted, used, is using and has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, for the Trademarks not in use, Assignor has intent to use the Trademarks in connection with Assignor’s existing and ongoing business, or portion thereof to which the Trademarks pertain, and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademarks worldwide; and

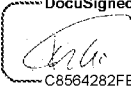
WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide;

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide, together with (i) the goodwill symbolized by said Trademarks, (ii) the business or portion of the business to which the Trademarks pertain, (iii) all registrations and applications (including intent-to-use applications) for the Trademarks, (iv) all income, royalties, damages and payments in respect of the Trademarks, and (v) all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for infringement of the Trademarks.

Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. Assignor hereby appoints Assignee’s in-house trademark counsel as Assignor’s attorney-in-fact to execute all documents on behalf of

Assignor and its employees for this limited purpose.

NORTH INC.

By:  DocuSigned by:
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Name: Kenneth H. Yi

Title: Director

Date: 10/14/2020

GOOGLE LLC

By:  DocuSigned by:
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Name: Scott Ceresia

Title: Trademark Counsel

Date: 10/14/2020

SCHEDULE A

Trademark Applications and Registrations:

Trademark	Country	Class	Application No.	Registration No.	Status
FOCALs	Australia	9	1958894	1958894	Registered
NORTH	Brazil	35	916017044	916017044	Registered
NORTH Design	Brazil	35	916017125	916017125	Registered
FOCALs	Canada	9	1893877		Pending
NORTH	Canada	9, 35	1892105		Pending
NORTH Design	Canada	9, 35	1892106		Pending
NORTH Design	Canada	9	1892104	TMA1028977	Registered
FOCALs	EUTM	9	17963225	17963225	Registered

NORTH	EUTM	9, 35		17963745	17963745	Registered
NORTH Design	EUTM	9, 35	017963746		017963746	Registered
FOCAL	Hong Kong		9	304689848	304689848	Registered
NORTH Design	Hong Kong	9, 35		304689839	304689839	Registered
FOCAL	India		9	3963454		Pending
NORTH	India	9, 35		3963455		Pending
NORTH Design	India	9, 35		3963453		Pending
FOCAL	Japan		9	2018-124449	6259200	Registered
NORTH	Japan	9, 35		2018-124447	6141045	Registered
NORTH Design	Japan	9, 35		2018-124448	6141046	Registered
NORTH	Mexico		9	2108389		Pending
NORTH	Mexico		35	2108390	1978677	Registered
NORTH Design	Mexico		35	2108392	1954701	Registered
NORTH Design	Mexico		9	2108391	2061408	Registered
NORTH	South Korea	9, 35		4020180137349	4015532690000	Registered
NORTH Design	South Korea	9, 35		4020180137350	4015446070000	Registered
FOCAL	Russian Federation		9	2018742477	732645	Registered
NORTH	Russian Federation	9, 35		2018742473	715246	Registered
NORTH Design	Russian Federation	9, 35		2018742474	715247	Registered
FOCAL	Singapore		9	40201819981U	40201819981U	Registered
NORTH	Singapore	9, 35		40201819977P	40201819977P	Registered
NORTH Design	Singapore	9, 35		40201819980R	40201819980R	Registered
NORTH	Taiwan	9, 35		107063447	1980543	Registered
NORTH Design	Taiwan	9, 35		107063446	1980542	Registered
Arc Logo	US	9, 35		87945349		Pending
BYNORTH	US	9, 35		87952803		Pending
FOCAL	US		9	87878135	5822733	Registered
Half Circle Design	US	9, 35		87945327		Pending
LOOP	US		9	87424843		Pending
NORTH	US	9, 35		87864732	5822712	Registered
NORTH	US		9	87864725		Pending

Design					
NORTH					
Design	US	9, 35	87864718	5822711	Registered