

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM653790

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JB Britches, Inc.		02/25/2021	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	CUR8 BRANDS, LLC		
Street Address:	309 East 8th Street, Suite 500		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90014		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	2864501	JB BRITCHES	
Registration Number:	3191561	JB BRITCHES	
Registration Number:	5117693	JB WORKSHOP	
Registration Number:	6159551	FASHIONTEK 24/7	
Registration Number:	5870309	CALIFORNIA JEANS CO. 1976	
Registration Number:	5847325	QUALITY CRAFTSMANSHIP AMERICAN VINTAGE M	
Registration Number:	5321798	JB BRITCHES	
Registration Number:	5278558	CALIFORNIA SHIRT CO. 1976	
Registration Number:	4149450	DEKKO MODE	
Registration Number:	3754248	DI MILANO UOMO	
CORRESPONDENCE DATA			
Fax Number:	8185507788		
<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:	8185507777		
Email:	astghik@ourfalianlaw.com		
Correspondent Name:	Astghik Petoyan, Esq.		
Address Line 1:	700 N Brand Blvd Suite 1150		
Address Line 4:	Glendale, CALIFORNIA 91203		

OP \$265.00 2864501

NAME OF SUBMITTER:	Astghik Petoyan, Esq.
SIGNATURE:	/Astghik Petoyan/
DATE SIGNED:	06/14/2021
Total Attachments: 3 source=Assignment of Trademarks#page1.tif source=Assignment of Trademarks#page2.tif source=Assignment of Trademarks#page3.tif	

EXHIBIT "A"

ASSIGNMENT OF TRADEMARKS

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, JB Britches, Inc., a corporation organized and existing under the laws of the State of California, having an address of 309 E. 8th Street, Suite 500, Los Angeles, CA 90014 ("**Seller**"), hereby sells, assigns, transfers, and conveys to CUR8 BRANDS, LLC, a limited liability company organized and existing under the laws of the State of California, having an address of 309 E. 8th Street, Suite 500, Los Angeles, CA 90014 ("**Buyer**"), pursuant to the Trademark Acquisition Agreement dated as of February 25, 2021, by and between Seller and Buyer, all right, title, and interest in and to the trademarks set forth on Schedule 1 attached hereto and incorporated by this reference herein, together with the goodwill associated therewith and symbolized thereby, and all claims and causes of action with respect to any of the foregoing, including without limitation all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement or other violation, and all other rights, privileges, and protections of any kind whatsoever of Seller accruing under any of the foregoing provided by any applicable law, treaty, or other international convention.

Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment of Trademarks upon request by Buyer.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks to be executed on this 25th day of February, 2021 by its duly authorized officer.

JB BRITCHES, INC.

By:



Name: Ara Bedrosian

Title: CEO/General Counsel

AGREED TO AND ACCEPTED:

CUR8 BRANDS, LLC

By:



Name: Carlo Gharian

Title: CEO

Schedule 1
Assigned Marks

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date	Description of Goods/Services
JB BRITCHES (Design Mark)	United States	2864501	07/20/2004	Clothing, namely, trousers
JB BRITCHES	United States	3191561	01/02/2007	Dress suits; Men's suits; Women's suits; Shirts for suits; Suits; Suit coats; Men and Women jackets, coats, trousers, vests; Sports jackets
JB WORKSHOP	United States	5117693	01/10/2017	Men's dress shirts, sport shirts, sport coats, suits, vests, ties, dress trousers, sportswear trousers, sportswear knit shirts and tops.
FASHIONTEK 24/7	United States	6159551	09/22/2020	Clothing, namely, men's pants, sport coats, suits, sport shirts, dress shirts, polo shirts, t-shirts, henleys, hoodies, and shorts
CALIFORNIA JEANS CO. 1976	United States	5870309	09/24/2019	Clothing, namely, hoodies, sweaters, knit bottoms, shorts, jeans, pants, jackets, and outerwear, namely, jackets, coats and sweaters.
QUALITY CRAFTSMANSHIP AMERICAN VINTAGE MANUFACTURING COMPANY	United States	5847325	08/27/2019	Clothing, namely, woven short sleeve shirts, woven long sleeve shirts, knit short sleeve shirts, knit long sleeve shirts, hoodies, sweaters, knit bottoms, shorts, polo shirts, jeans, pants, swimwear, and jackets
JB BRITCHES	United States	5321798	10/31/2017	Men's clothing, namely, pants, suits, sportcoats, tuxedos, sweaters, shirts, sport shirts, vests
CALIFORNIA SHIRT CO. 1976	United States	5278558	08/29/2017	Sport shirts; long sleeve button down shirt; short sleeve button down shirts; t-shirts; v-neck shirts; crew neck shirts; long sleeve thermals; long sleeve Henley shirts; long sleeve hoodies; sweaters

DEKKO MODE	United States	4149450	05/29/2012	Coats; Sport coats; Suits; Trousers; Vests
DI MILANO UOMO	United States	3754248	03/02/2010	Jackets; Pants; Suits; Vests