

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM768730

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gottex Swimwear Brands Ltd.		11/15/2022	Limited Corporation:
RECEIVING PARTY DATA			
Name:	Novo Fashion Limited		
Street Address:	511, Apec Plaza, 49 Hoi Yuen Rd.		
City:	Kwun Tong, Kowloon		
State/Country:	HONG KONG		
Entity Type:	Limited Corporation: HONG KONG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5209451	NINETY-NINE°	
CORRESPONDENCE DATA			
Fax Number:	3144801505		
<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:	3144801500		
Email:	pto-sl@huschblackwell.com		
Correspondent Name:	Tara L. Ficken		
Address Line 1:	Husch Blackwell LLP		
Address Line 2:	190 Carondelet Plaza, Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
DOMESTIC REPRESENTATIVE			
Name:	Tara L. Ficken		
Address Line 1:	190 Carondelet Plaza, Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
NAME OF SUBMITTER:	Tony Burrus		
SIGNATURE:	/Tony Burrus/		
DATE SIGNED:	11/18/2022		
Total Attachments: 2			
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CH \$40.00 5209451

ASSIGNMENT OF TRADEMARK RIGHTS

THIS ASSIGNMENT document (“**Assignment**”) effective this 15th day of November, 2022 is between Gottex Swimwear Brands Ltd. An Israeli corporation having offices located at 1 Yoni Netanyahu Street New Industrial Zone Or Yehuda ISRAEL 60200 (“**Assignor**”) and Novo Fashion Limited, a Hong Kong company having offices located at 511, Apec Plaza, 49 Hoi Yuen Rd. Kwun Tong, Kowloon, Hong Kong (“**Assignee**”);

WHEREAS Assignor owns certain common law trademark rights, as well as all right and title to the following US trademark registration:

- U.S. Trademark Serial Number 87239908, registered on May 23, 2017 under number 5209451 in International Class 025 for the word mark NINETY-NINE°.

(the “**Trademarks**”)

WHEREAS Assignee wishes to acquire the Trademarks from Assignor;

NOW THEREFORE the parties, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration received and acknowledged, agree as follows:

1. Assignor hereby grants and assigns to the Assignee its entire right, title, and interest in and to the Trademarks, together with all goodwill associated therewith, including but not limited to all U.S. rights to use the Trademarks as well as all worldwide rights to use the Trademarks and to file for foreign trademark registrations.
2. Assignee accepts all such rights, titles and interest.
3. Assignor hereby represents and warrants as follows:
 - (a) Assignor is a citizen of Israel;
 - (b) Assignor is the owner of the Trademarks, and no rights or equity of any third party is or will be prejudiced due to this assignment, transfer and use of the Trademarks. To the best of Assignor’s knowledge, there are no litigation or other disputes or claims arising from or relating to any of the Trademarks; and
 - (c) Assignor has the full authority and corporate power to make the assignment hereunder, and has obtained all consents and approvals from shareholders, third parties or governmental/regulatory bodies as required to execute and perform this Assignment, in accordance with all applicable laws.

4. Each of the parties hereby appoints Spiegel Sohmer Inc. and any of its attorneys (and affiliated US trademark agents) as its true and lawful attorney to do all acts in order to perfect this Assignment.
5. This Assignment shall be binding on all parties, their heirs, successors, and assigns, and may be recorded in the United States Patent and Trademark Office and under the appropriate state provisions of the Uniform Commercial Code.

And the parties have signed this Agreement on November 15, 2022

ASSIGNOR SIGNATURE:

GOTTEX SWIMWEAR BRANDS LTD.

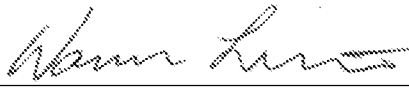
per: 

name: Karine Laferrière

title: PRESIDENT

ASSIGNEE SIGNATURE:

NOVO FASHION LIMITED

per: 

name: Warren Levine

title: CFO