

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM489355

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT FOR SECURITY - TRADEMARKS		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
New Era Cap Co., Inc.		09/10/2018	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Manufacturers and Traders Trust Company, as Administrative Agent		
<b>Street Address:</b>	One M&T Plaza, Attn: Office of General Counsel		
<b>City:</b>	Buffalo		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14203		
<b>Entity Type:</b>	Banking Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 76</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85739072	19TWENTY	
<b>Serial Number:</b>	77641482	29TWENTY	
<b>Serial Number:</b>	77641527	39THIRTY	
<b>Serial Number:</b>	77641535	49FORTY	
<b>Serial Number:</b>	75860932	59FIFTY	
<b>Serial Number:</b>	78723267	59FIFTY	
<b>Serial Number:</b>	76648430	NE NEW ERA 59FIFTY ORIGINATORS OF THE TR	
<b>Serial Number:</b>	85372096	9FIFTY	
<b>Serial Number:</b>	85401750	9FORTY	
<b>Serial Number:</b>	85401757	9TWENTY	
<b>Serial Number:</b>	85208094		
<b>Serial Number:</b>	85208079		
<b>Serial Number:</b>	85208111	NE NEW ERA	
<b>Serial Number:</b>	85208122	NE NEW ERA	
<b>Serial Number:</b>	76594966	CONCEALER	
<b>Serial Number:</b>	85500971	COOLERA	
<b>Serial Number:</b>	85783683	DIAMOND ERA	
<b>Serial Number:</b>	85500941	DRYERA	
<b>Serial Number:</b>	86389568	EK	

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Property Type	Number	Word Mark
Serial Number:	76628060	BY NEW ERA
Serial Number:	76628059	
Serial Number:	86128125	EK
Serial Number:	85504920	
Serial Number:	85085712	FLY YOUR OWN FLAG
Serial Number:	86332522	HOME OF THE AUTHENTIC
Serial Number:	78884835	HOME OF THE TRUE FITTED
Serial Number:	86800201	
Serial Number:	86675371	LIQUIDCHROME
Serial Number:	85893501	MICROERA
Serial Number:	86332519	MY ERA
Serial Number:	87646637	MY ERA
Serial Number:	75860903	NE
Serial Number:	76648431	NE
Serial Number:	77866190	NE
Serial Number:	87319874	NE
Serial Number:	86751634	NEG
Serial Number:	86382761	NEG
Serial Number:	77631360	NE NEW ERA
Serial Number:	86484759	NE NEW ERA
Serial Number:	86716922	NE NEW ERA
Serial Number:	87319850	NE NEW ERA
Serial Number:	87493015	NE NEW ERA
Serial Number:	87626847	NE NEW ERA
Serial Number:	87769327	NE NEW ERA
Serial Number:	76231791	NEW ERA
Serial Number:	78723246	NEW ERA
Serial Number:	78740975	NEW ERA
Serial Number:	77866188	NEW ERA
Serial Number:	87319817	NEW ERA
Serial Number:	87492999	NEW ERA
Serial Number:	87626810	NEW ERA
Serial Number:	87769311	NEW ERA
Serial Number:	74450431	NEW ERA
Serial Number:	85422267	NEW ERA BY YOU
Serial Number:	75868748	NEW ERA CAP
Serial Number:	74707965	NEW ERA
Serial Number:	76623247	NEW ERA FITS

Property Type	Number	Word Mark
Serial Number:	85855961	NEW ERA INSIDER
Serial Number:	75859769	NEW ERA
Serial Number:	76639481	NEW ERA RE-CAP
Serial Number:	87325142	ORIGINATORS
Serial Number:	85452082	ORIGINATORS OF THE TRUE FITTED
Serial Number:	85504909	
Serial Number:	85526246	
Serial Number:	85500992	SOLARERA
Serial Number:	85943463	SPEAK WITH YOUR CAP
Serial Number:	85876189	
Serial Number:	85504934	
Serial Number:	76588638	THE VIER
Serial Number:	86730753	THIS IS THE CAP
Serial Number:	77866196	TOP PICK
Serial Number:	85488564	TP
Serial Number:	85943472	WEAR YOUR ALLEGIANCE
Serial Number:	85514767	WINTERERA
Serial Number:	86332517	ZONE ERA
Serial Number:	85065340	NE NEW ERA F.L.Y.

**CORRESPONDENCE DATA**

**Fax Number:** 4045725100

*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.*

**Phone:** 4045723408

**Email:** mramic@kslaw.com

**Correspondent Name:** Mia Ramic King & Spalding LLP

**Address Line 1:** 1180 Peachtree Street, N.E.

**Address Line 4:** Atlanta, GEORGIA 30309

<b>ATTORNEY DOCKET NUMBER:</b>	26133.515002
<b>NAME OF SUBMITTER:</b>	/S/ MIA RAMIC
<b>SIGNATURE:</b>	/S/ MIA RAMIC
<b>DATE SIGNED:</b>	09/10/2018

**Total Attachments: 7**

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**ASSIGNMENT FOR SECURITY**

**TRADEMARKS**

September 10, 2018

WHEREAS, New Era Cap Co., Inc., a New York corporation (the "Assignor"), has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the annexed Schedule 1A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Assignor, has entered into a Security Agreement, dated September 10, 2018 (the "Security Agreement"), in favor of Manufacturers and Traders Trust Company, in its capacity as Administrative Agent for certain lenders and the other holders of Secured Obligations (as defined in the Security Agreement) (the "Assignee");


WHEREAS, pursuant to the Security Agreement, the Assignor has assigned to the Assignee and granted to the Assignee for the benefit of the lenders and the other holders of Secured Obligations a continuing security interest in all right, title and interest of the Assignor in, to and under the Trademarks, together with, among other things, the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby pledge, convey, sell, assign, transfer and set over unto the Assignee and grants to the Assignee for the benefit of the lenders and the other holders of Secured Obligations a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

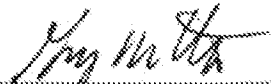
The Assignor does hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the date set forth above.

**NEW ERA CAP CO., INC.**

By:   
Name: Kevin Wilson  
Title: Treasurer

**MANUFACTURERS AND TRADERS TRUST COMPANY.**  
as Administrative Agent

By:   
Name: Gregory M. Vitriano  
Title: Vice President

**SCHEDULE 1A TO ASSIGNMENT FOR SECURITY**

**Trademarks and Trademark Applications**

REFERENCE	MARK OWNER	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS CLASSES
<b>UNITED STATES</b>				
018690.01492	19TWENTY New Era Cap Co., Inc.	9/26/2012 85/739,072	5/21/2013 4,338,513	REGISTERED 25
018690.01274	29TWENTY New Era Cap Co., Inc.	12/30/2008 77/641,482	7/13/2010 3,819,244	REGISTERED 25
018690.01275	39THIRTY New Era Cap Co., Inc.	12/30/2008 77/641,527	12/1/2009 3,717,758	REGISTERED 25
018690.01276	49FORTY New Era Cap Co., Inc.	12/30/2008 77/641,535	1/5/2010 3,733,476	REGISTERED 25
018690.01253	59FIFTY New Era Cap Co., Inc.	12/1/1999 75/860,932	1/16/2001 2,421,160	REGISTERED 25
018690.01269	59FIFTY New Era Cap Co., Inc.	9/29/2005 78/723,267	4/6/2010 3,773,566	REGISTERED 18, 25
018690.01267	59FIFTY VISOR STICKER DESIGN ORIGINATORS OF THE TRUE FITTED NEWERACAP.COM New Era Cap Co., Inc.	10/13/2005 76/648,430	8/1/2006 3,122,529	REGISTERED 25
018690.01290	9FIFTY New Era Cap Co., Inc.	7/15/2011 85/372,096	10/23/2012 4,230,960	REGISTERED 25
018690.01291	9FORTY New Era Cap Co., Inc.	8/18/2011 85/401,750	4/2/2013 4,313,885	REGISTERED 25
018690.01292	9TWENTY New Era Cap Co., Inc.	8/18/2011 85/401,757	12/3/2013 4,444,279	REGISTERED 25
018690.01287	BLANK BAR BLANK LOCK BOX VISOR STICKER DESIGN New Era Cap Co., Inc.	12/30/2010 85/208,094	2/12/2013 4,289,525	REGISTERED 25
018690.01286	BLANK BAR BLANK LOCK BOX VISOR STICKER DESIGN New Era Cap Co., Inc.	12/30/2010 85/208,079	1/31/2012 4,093,163	REGISTERED 25
018690.01288	BLANK BAR WITH LOCK BOX VISOR STICKER DESIGN New Era Cap Co., Inc.	12/30/2010 85/208,111	7/3/2012 4,166,506	REGISTERED 25
018690.01289	BLANK BAR WITH LOCK BOX VISOR STICKER DESIGN New Era Cap Co., Inc.	12/30/2010 85/208,122	7/31/2012 4,183,968	REGISTERED 25
018690.01261	CONCEALER New Era Cap Co., Inc.	6/1/2004 76/594,966	4/18/2006 3,083,289	REGISTERED 25



REFERENCE	MARK OWNER	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS CLASSES
018690.01297	COOLERA New Era Cap Co., Inc.	12/21/2011 85/500,971	8/6/2013 4,380,795	REGISTERED 25
018690.01304	DIAMOND ERA New Era Cap Co., Inc.	11/20/2012 85/783,683	12/24/2013 4,456,418	REGISTERED 25
018690.01296	DRYERA New Era Cap Co., Inc.	12/21/2011 85/500,941	8/6/2013 4,380,794	REGISTERED 25
018690.01317	EK New Era Cap Co., Inc.	9/9/2014 86/389,568	5/8/2018 5,461,587	REGISTERED 25
018690.01263	EK BY NEW ERA DESIGN New Era Cap Co., Inc.	1/18/2005 76/628,060	9/25/2007 3,298,501	REGISTERED 25
018690.01262	EK DESIGN New Era Cap Co., Inc.	1/18/2005 76/628,059	6/26/2007 3,256,812	REGISTERED 25
018690.01312	EK DESIGN New Era Cap Co., Inc.	11/25/2013 86/128,125	6/10/2014 4,547,704	REGISTERED 25
018690.01300	FAN DESIGN (COOLERA) New Era Cap Co., Inc.	12/28/2011 85/504,920	8/6/2013 4,380,800	REGISTERED 25
018690.01284	FLY YOUR OWN FLAG New Era Cap Co., Inc.	7/15/2010 85/085,712	2/28/2012 4,106,345	REGISTERED 25
018690.01315	HOME OF THE AUTHENTIC New Era Cap Co., Inc.	7/9/2014 86/332,522	8/15/2017 5,266,307	REGISTERED 25
018690.01272	HOME OF THE TRUE FITTED New Era Cap Co., Inc.	5/16/2006 78/884,835	6/15/2010 3,804,934	REGISTERED 41
018690.01329	HOT & COLD DESIGN (ZONE ERA) New Era Cap Co., Inc.	10/27/2015 86/800,201	6/14/2016 4,977,819	REGISTERED 25
018690.01325	LIQUIDCHROME New Era Cap Co., Inc.	6/26/2015 86/675,371	6/6/2017 5,219,069	REGISTERED 25
018690.01308	MICROERA New Era Cap Co., Inc.	4/2/2013 85/893,501	11/4/2014 4,633,210	REGISTERED 25
018690.01314	MY ERA New Era Cap Co., Inc.	7/9/2014 86/332,519	4/17/2018 5,448,757	REGISTERED 25
018690.01944	MY ERA New Era Cap Co., Inc.	10/16/2017 87/646,637	7/17/2018 5,521,208	REGISTERED 25
018690.01255	NE FLAG DESIGN New Era Cap Co., Inc.	12/1/1999 75/860,903	2/5/2002 2,535,462	REGISTERED 25
018690.01268	NE FLAG DESIGN New Era Cap Co., Inc.	10/13/2005 76/648,431	2/2/2010 3,744,971	REGISTERED 06, 14, 18, 25
018690.01277	NE FLAG DESIGN New Era Cap Co., Inc.	11/5/2009 77/866,190	9/3/2013 4,396,438	REGISTERED 25
018690.01631	NE FLAG DESIGN New Era Cap Co., Inc.	1/31/2017 87/319,874	7/11/2017 5,241,621	REGISTERED 35
018690.01328	NE GOLF LOGO (CURRENT) New Era Cap Co., Inc.	9/9/2015 86/751,634	6/6/2017 5,219,204	REGISTERED 25

REFERENCE	MARK OWNER	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS CLASSES
018690.01316	NE GOLF LOGO (ORIGINAL) New Era Cap Co., Inc.	9/2/2014 86/382,761	9/22/2015 4,819,521	REGISTERED 25
018690.01273	NE LOCK BOX DESIGN New Era Cap Co., Inc.	12/11/2008 77/631,360	6/29/2010 3,811,674	REGISTERED 25
018690.01321	NE LOCK BOX DESIGN New Era Cap Co., Inc.	12/18/2014 86/484,759	7/14/2015 4,773,047	REGISTERED 21, 25
018690.01326	NE LOCK BOX DESIGN New Era Cap Co., Inc.	8/6/2015 86/716,922	2/2/2016 4,895,863	REGISTERED 18
018690.01630	NE LOCK BOX DESIGN New Era Cap Co., Inc.	1/31/2017 87/319,850	6/20/2017 5,228,280	REGISTERED 35
018690.01905	NE LOCK BOX DESIGN New Era Cap Co., Inc.	6/16/2017 87/493,015		PENDING 01, 03
018690.01931	NE LOCK BOX DESIGN New Era Cap Co., Inc.	9/28/2017 87/626,847	4/24/2018 5,453,458	REGISTERED 43
018690.01972	NE LOCK BOX DESIGN New Era Cap Co., Inc.	1/24/2018 87/769,327		PENDING 36, 41
018690.01259	NEW ERA New Era Cap Co., Inc.	3/29/2001 76/231,791	6/25/2002 2,584,973	REGISTERED 25
018690.01270	NEW ERA New Era Cap Co., Inc.	9/29/2005 78/723,246	3/9/2010 3,759,352	REGISTERED 06, 09, 18, 25
018690.01271	NEW ERA New Era Cap Co., Inc.	10/26/2005 78/740,975	12/29/2009 3,732,828	REGISTERED 28
018690.01278	NEW ERA New Era Cap Co., Inc.	11/5/2009 77/866,188	9/3/2013 4,396,437	REGISTERED 25
018690.01629	NEW ERA New Era Cap Co., Inc.	1/31/2017 87/319,817	6/20/2017 5,228,279	REGISTERED 35
018690.01890	NEW ERA New Era Cap Co., Inc.	6/16/2017 87/492,999		PENDING 01, 03
018690.01930	NEW ERA New Era Cap Co., Inc.	9/28/2017 87/626,810	4/24/2018 5,453,457	REGISTERED 43
018690.01971	NEW ERA New Era Cap Co., Inc.	1/24/2018 87/769,311		PENDING 36, 41
018690.01258	NEW ERA (CURSIVE LETTERS) New Era Cap Co., Inc.	10/25/1993 74/450,431	1/21/1997 2,031,348	REGISTERED 25
018690.01293	NEW ERA BY YOU New Era Cap Co., Inc.	9/14/2011 85/422,267	12/11/2012 4,258,770	REGISTERED 25, 35
018690.01256	NEW ERA CAP New Era Cap Co., Inc.	12/11/1999 75/868,748	3/19/2002 2,550,756	REGISTERED 35
018690.01257	NEW ERA CAP OLD BUG DESIGN New Era Cap Co., Inc.	7/31/1995 74/707,965	11/19/1996 2,017,209	REGISTERED 25
018690.01264	NEW ERA FITS New Era Cap Co., Inc.	12/6/2004 76/623,247	3/24/2009 3,595,192	REGISTERED 25

REFERENCE	MARK OWNER	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS CLASSES
018690.01306	NEW ERA INSIDER New Era Cap Co., Inc.	2/21/2013 85/855,961	4/29/2014 4,523,121	REGISTERED 35
018690.01254	NEW ERA PILL DESIGN New Era Cap Co., Inc.	12/1/1999 75/859,769	3/13/2001 2,434,957	REGISTERED 25
018690.01265	NEW ERA RE-CAP New Era Cap Co., Inc.	5/25/2005 76/639,481	6/15/2010 3,803,450	REGISTERED 21
018690.01691	ORIGINATORS New Era Cap Co., Inc.	2/6/2017 87/325,142	7/3/2018 5,509,355	REGISTERED 25
018690.01294	ORIGINATORS OF THE TRUE FITTED New Era Cap Co., Inc.	10/20/2011 85/452,082	6/19/2012 4,160,843	REGISTERED 25
018690.01299	RAINDROPS & RAYS DESIGN (DRYERA) New Era Cap Co., Inc.	12/28/2011 85/504,909	8/6/2013 4,380,799	REGISTERED 25
018690.01303	SNOWFLAKE DESIGN (WINTERERA) New Era Cap Co., Inc.	1/26/2012 85/526,246	8/6/2013 4,380,828	REGISTERED 25
018690.01298	SOLARERA New Era Cap Co., Inc.	12/21/2011 85/500,992	8/6/2013 4,380,796	REGISTERED 25
018690.01309	SPEAK WITH YOUR CAP New Era Cap Co., Inc.	5/28/2013 85/943,463	3/7/2017 5,156,371	REGISTERED 25
018690.01307	STARS & RAYS DESIGN (MICROERA) New Era Cap Co., Inc.	3/14/2013 85/876,189	11/4/2014 4,633,161	REGISTERED 25
018690.01301	SUN & RAYS DESIGN (SOLARERA) New Era Cap Co., Inc.	12/28/2011 85/504,934	8/6/2013 4,380,801	REGISTERED 25
018690.01260	THE VIER New Era Cap Co., Inc.	4/26/2004 76/588,638	7/4/2006 3,112,414	REGISTERED 25
018690.01327	THIS IS THE CAP New Era Cap Co., Inc.	8/20/2015 86/730,753	2/2/2016 4,895,887	REGISTERED 25
018690.01279	TOP PICK New Era Cap Co., Inc.	11/5/2009 77/866,196	2/7/2012 4,096,587	REGISTERED 25
018690.01295	TP WITH ARROW DESIGN New Era Cap Co., Inc.	12/6/2011 85/488,564	6/26/2012 4,164,724	REGISTERED 25
018690.01310	WEAR YOUR ALLEGIANCE New Era Cap Co., Inc.	5/28/2013 85/943,472	3/7/2017 5,156,372	REGISTERED 25
018690.01302	WINTERERA New Era Cap Co., Inc.	1/12/2012 85/514,767	8/6/2013 4,380,816	REGISTERED 25
018690.01313	ZONE ERA New Era Cap Co., Inc.	7/9/2014 86/332,517	12/29/2015 4,878,241	REGISTERED 25
	NE NEW ERA F.L.Y. New Era Cap Co., Inc.	6/17/2010 85065340	5/8/2012 4,139,667	REGISTERED