

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM588876

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Abercrombie & Fitch Trading Co.		07/22/2020	Corporation: OHIO
RECEIVING PARTY DATA			
Name:	Hearst Communications, Inc.		
Street Address:	300 West 57th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4540600	BEACH PLEASE	
CORRESPONDENCE DATA			
Fax Number:	6466802022		
<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:	2126492022		
Email:	trademarks@hearst.com		
Correspondent Name:	Maureen Sheehan		
Address Line 1:	Hearst Corporation		
Address Line 2:	300 West 57th Street		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	TM195		
NAME OF SUBMITTER:	Rosemary Douglas		
SIGNATURE:	/Rosemary Douglas/		
DATE SIGNED:	07/28/2020		
Total Attachments: 1			
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QUITCLAIM ASSIGNMENT

This Quitclaim Assignment is made by Abercrombie & Fitch Trading Co. ("Assignor"), a corporation organized under the laws of the State of Ohio, with a place of business at 6301 Fitch Path, New Albany, Ohio 43054 ("Assignor"), to Hearst Communications, Inc. ("Assignee"), a corporation organized under the laws of the State of Delaware, with a place of business at 300 West 57th Street, New York, New York 10019.

WHEREAS, Assignor has adopted, used, and registered the trademark BEACH PLEASE (the "Mark") for "After-sun lotions; Body lotions; Body sprays; Deodorant for personal use; Fragrances; Non-medicated skin care preparation, namely, body mist; Skin lotion" (the "Goods");

WHEREAS, Assignor owns United States Trademark Registration No. 4540600 (the "Registration") for the Mark; and

WHEREAS, Assignee desires to acquire all of Assignor's rights to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark solely in connection with the Goods;

NOW, THEREFORE, in consideration of One Dollar and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto Assignee all of Assignor's rights to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark solely in connection with the Goods, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of Assignee and its successors and assigns, all subject to the terms of the Trademark Purchase Agreement between Assignor and Assignee, executed on July 22, 2020. For the avoidance of doubt, Assignor makes no representations or warranties of any kind whatsoever, expressed or implied, relating to the Mark

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer or representative on the date written below.

ABERCROMBIE & FITCH TRADING CO.

DocuSigned by:
By: JJ Kramer
36E3A683E98F4D6

Name: JJ Kramer

Title: VP & Associate General Counsel

Date: July 22, 2020