

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM696228

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/01/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Birkenstock Productions Hessen GmbH		10/13/2021	GmbH: GERMANY
RECEIVING PARTY DATA			
Name:	Birkenstock US BidCo, Inc.		
Street Address:	100 Wood Hollow Drive, Suite 100		
City:	Novato		
State/Country:	CALIFORNIA		
Postal Code:	95945		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2863128	ALSA	
Registration Number:	2522449	ALSA	
Registration Number:	2676425	ALSA THE SOLEMAKER	
Registration Number:	2796447	JOLLY BY ALSA	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	CHARLES T.J. WEIGELL		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	151 West 42nd St., 17th Fl.		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	BKUS 2112047		
NAME OF SUBMITTER:	Anca Nicolescu		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	12/20/2021		

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Total Attachments: 2

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CONFIRMATORY ASSIGNMENT


WHEREAS, **Birkenstock Productions Hessen GmbH**, a GmbH organized and existing under the law of Germany, with an address of Freiensteinauer Straße 27, Steinau an der Straße, Germany 36396 ("Assignor"), was the owner of the trademarks listed in the attached and registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademarks");

WHEREAS, **Birkenstock US BidCo, Inc.**, a corporation organized and existing under the laws of Delaware, located and doing business at 100 Wood Hollow Drive, Suite 100, Novato, CA 959445 ("Assignee"), acquired said Trademarks and all associated goodwill in the Trademarks, effective as of **July 1, 2021**;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of **July 1, 2021**, of all right, title and interest in and to the Trademarks and the above-named registrations therefor, together with the goodwill of the business symbolized by the Trademarks, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Dated: Steinau, 23.10.2021

Birkenstock Productions Hessen GmbH

By: 

Name: Steffen Friedrich

Title: Managing Director

Schedule

Trademark	Registration No.
ALSA	2863128
Alsa (device)	2522449
ALSA THE SOLEMAKER	2676425
JOLLY BY ALSA	2796447

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