

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM793132

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shinola/Detroit, LLC		02/28/2023	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	ZUP BMC Investment LLC, as Administrative Agent		
Street Address:	1074 Woodward Avenue		
City:	Detroit		
State/Country:	MICHIGAN		
Postal Code:	48226		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 35			
Property Type	Number	Word Mark	
Registration Number:	4515228	ARGONITE	
Registration Number:	6308353	BIXBY	
Registration Number:	4978468	BLACK BLIZZARD	
Registration Number:	5062205	DETROIT ARROW	
Registration Number:	2900724	DETROLA	
Registration Number:	6428651	DETROLA	
Registration Number:	5728001	GOMELSKY	
Registration Number:	5301230	LET'S ROLL UP OUR SLEEVES	
Registration Number:	5236918		
Registration Number:	6707299	RAMBLER	
Registration Number:	5956354	RAYL'S	
Registration Number:	5218719	RUNWELL	
Registration Number:	4896036	RUNWELL	
Registration Number:	6511796	SEA CREATURES	
Registration Number:	6880372	SHINOLA	
Registration Number:	4440501	SHINOLA	
Registration Number:	4813040	SHINOLA	
Registration Number:	4727867	SHINOLA	
Registration Number:	5082445	SHINOLA	
		TRADEMARK	

Property Type	Number	Word Mark
Registration Number:	4646055	SHINOLA
Registration Number:	4708921	SHINOLA
Registration Number:	5299917	SHINOLA
Registration Number:	5210008	SHINOLA
Registration Number:	5751545	SHINOLA
Registration Number:	5424012	SHINOLA
Registration Number:	5728218	SHINOLA
Registration Number:	4553398	THE FOUNDRY
Registration Number:	5397108	THE RUNWELL
Registration Number:	6695274	SHINOLA
Registration Number:	5405470	SHINOLA
Registration Number:	5048105	SHINOLA ARROW DETROIT
Registration Number:	5161352	THE BIRDY
Registration Number:	6169908	THE BRAKEMAN
Registration Number:	5443807	THE CANFIELD
Serial Number:	97288053	SHINOLA

CORRESPONDENCE DATA

Fax Number:

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: 612-340-2600

Email: IP.Docket@dorsey.com

Correspondent Name: Jeffrey R. Cadwell DORSEY & WHITNEY LLP

Address Line 1: 50 South Sixth Street, Suite 1500

Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER: 505249-00001 JRC

NAME OF SUBMITTER: Jeffrey R. Cadwell

SIGNATURE: /Jeffrey R. Cadwell/

DATE SIGNED: 03/09/2023

Total Attachments: 45

source=[Bedrock] Patent and Trademark Security Agreement#page1.tif
source=[Bedrock] Patent and Trademark Security Agreement#page2.tif
source=[Bedrock] Patent and Trademark Security Agreement#page3.tif
source=[Bedrock] Patent and Trademark Security Agreement#page4.tif
source=[Bedrock] Patent and Trademark Security Agreement#page5.tif
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source=[Bedrock] Patent and Trademark Security Agreement#page8.tif
source=[Bedrock] Patent and Trademark Security Agreement#page9.tif
source=[Bedrock] Patent and Trademark Security Agreement#page10.tif

This agreement and the rights and obligations evidenced hereby are subordinate in the manner and to the extent set forth in that certain Subordination and Intercreditor Agreement (as the same may be amended, restated, supplemented or otherwise modified from time to time pursuant to the terms thereof, the "Subordination Agreement") dated as of hereof among Bedrock Manufacturing Company, LLC, Shinola/Detroit, LLC, the other Loan Parties party thereto, the subordinated creditors party thereto (the "Subordinated Creditors") and JPMorgan Chase Bank, N.A. ("Senior Creditor"), to the indebtedness (including interest) owed by the Loan Parties pursuant to that certain Amended and Restated Credit Agreement dated as of April 22, 2022 among the Borrowers, the other Loan Parties, Senior Creditor and the Lenders from time to time party thereto, and the other Senior Debt Documents (as defined in the Subordination Agreement), as such Amended and Restated Credit Agreement and such Senior Debt Documents have been and hereafter may be amended, restated, supplemented or otherwise modified from time to time and to indebtedness refinancing the indebtedness under such agreements as contemplated by the Subordination Agreement; and each party to this agreement, by its acceptance hereof, irrevocably agrees to be bound by the provisions of the Subordination Agreement.

PATENT AND TRADEMARK SECURITY AGREEMENT

THIS PATENT AND TRADEMARK SECURITY AGREEMENT (this "Agreement") is entered into as of February 28, 2023 by and among Bedrock Manufacturing Company, LLC, a Texas limited liability company ("Borrower"), Shinola/Detroit, LLC, a Texas limited liability company, ("Shinola") Shinola IP, LLC, a Texas limited liability company ("IP"), Bedrock Brands, LP, a Texas limited partnership ("Bedrock Brands"), and Shinola Hotel Operations, LLC, a Texas limited liability company ("Hotels", and together with the Borrower, Shinola, IP, Bedrock Brands, each a "Grantor", and collectively, the "Grantors"), and ZUP BMC Investment LLC, (the "Administrative Agent") for the lenders party to the Credit Agreement referred to below.

Recitals

A. The Borrower, the other Loan Parties party thereto, and the lenders party thereto (the "Lenders") and the Administrative Agent are entering into a Second Lien Credit Agreement dated as of the date hereof (as it may be amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement").

B. In connection with the Credit Agreement, the Grantors are entering into that certain Second Lien Pledge and Security Agreement dated as of the date hereof (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement") with the Administrative Agent.

C. Pursuant to the terms of the Security Agreement, each Grantor pledged, assigned and granted to the Administrative Agent a security interest in substantially all of the personal property of such Grantor, including all right, title and interest of such Grantor in, to and under all now owned and hereafter acquired Patents (as defined in the Security Agreement), Trademarks (as defined in the Security Agreement), and all products and proceeds thereof, to secure the prompt and complete payment and performance of the Obligations (as defined in the Credit Agreement).

D. Pursuant to the terms of the Security Agreement, the Grantors are required to execute and deliver this Agreement to the Administrative Agent.

Agreement

In consideration of the recitals set forth above and the mutual agreements contained herein and in the Credit Agreement and other Loan Documents (as defined in the Credit Agreement), each Grantor hereby grants to the Administrative Agent, for the benefit of the Lenders, to secure the Obligations, a

continuing security interest in all of such Grantor's right, title and interest in, to and under the following, whether now owned by or owing to, or hereafter acquired by or arising in favor of such Grantor (including any trade name or derivations thereof):

- (1) each trademark and trademark application, including without limitation, each trademark and trademark application referred to in Schedule 1 attached hereto, together with any reissues, continuations or extensions thereof and all goodwill associated therewith;
- (2) each trademark license of any Grantor, as licensee, together with all goodwill associated therewith;
- (3) all products and proceeds of the foregoing, including without limitation, any claim by the Grantor against third parties for past, present or future infringement of any trademark, including without limitation, any trademark referred to in Schedule 1 attached hereto, any trademark issued pursuant to a trademark application referred to in Schedule 1 and any trademark licensed under any trademark license of any Grantor, as licensee (items 1 through 3 being herein collectively referred to as the "Trademark Collateral");
- (4) each patent and patent application, including without limitation, each patent and patent application referred to in Schedule 2 attached hereto, together with any reissues, continuations or extensions thereof and all goodwill associated therewith;
- (5) each patent license, including without limitation, each patent license listed on Schedule 2 attached hereto, together with all goodwill associated therewith; and
- (6) all products and proceeds of the foregoing, including without limitation, any claim by the Grantor against third parties for past, present or future infringement of any patent, including without limitation, any patent referred to in Schedule 2 attached hereto, any patent issued pursuant to a patent application and any patent licensed under any patent license listed on Schedule 2 attached hereto (items 4 through 6 being herein collectively referred to as the "Patent Collateral").

The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement; provided, however, that nothing in this Agreement shall expand, limit or otherwise modify the security interests granted pursuant to the Security Agreement. Each Grantor acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the security interests in the Trademark Collateral and the Patent Collateral made and granted hereby are more fully set forth in the Credit Agreement and the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the Security Agreement, the terms of the Security Agreement shall govern. All capitalized terms used but not defined herein shall have the respective meanings ascribed thereto in the Security Agreement or the Credit Agreement, as applicable.

This Agreement is shall be governed by, and construed in accordance with, the internal laws (and not the law of conflicts) of the State of New York.

[Signature page follows]

IN WITNESS WHEREOF, the parties hereto have executed this Patent and Trademark Security Agreement as of the date first set forth above.

GRANTORS:

BEDROCK MANUFACTURING COMPANY, LLC
SHINOLA/DETROIT, LLC
SHINOLA IP, LLC
BEDROCK BRANDS, LP

By: Michele Santana

Name: Michele Santana

Title: Chief Financial Officer of each of the above, on behalf of each of the above

SHINOLA HOTEL OPERATIONS, LLC

By: _____

Name: Awenate Cobbina

Title: President

Signature Page to Patent and Trademark Security Agreement

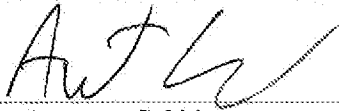
IN WITNESS WHEREOF, the parties hereto have executed this Patent and Trademark Security Agreement as of the date first set forth above.

GRANTORS:

BEDROCK MANUFACTURING COMPANY, LLC
SHINOLA/DETROIT, LLC
SHINOLA IP, LLC
BEDROCK BRANDS, LP

By: _____
Name: Michele Santans
Title: Chief Financial Officer of each of the above, on behalf
of each of the above

SHINOLA HOTEL OPERATIONS, LLC

By:  _____
Name: Awenate Cobbina
Title: President

ZUP BMC INVESTMENT LLC, as Administrative

Agent DocuSigned by:

By: Matthew Rizik

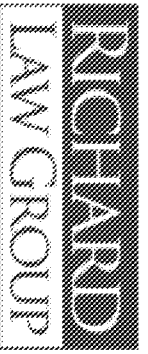
Name: Matthew Rizik

Title: Authorized Representative

SCHEDULE 1
to
PATENT AND TRADEMARK SECURITY AGREEMENT

TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

[See attached.]



Monday, February 27, 2023

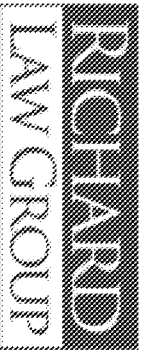
Trademark List Report

Trademark Name

Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal
ARGONITE						
20989		85595195		4515228	Registered	
United States of America	ORD	11-Apr-2012	04-Sep-2012	15-Apr-2014		15-Apr-2024
Owner: Shinola/Detroit, LLC						
Client: Shinola/Detroit, LLC						
Agent:						
Attorneys: MBR,KB						
Goods: 14 Int. First Use Date: 07/01/2013 First Use In Commerce: 07/01/2013						
Matches and watch movements						
BIXBY						
21032		90121968		6308353	Registered	
United States of America	ORD	18-Aug-2020	12-Jan-2021	30-Mar-2021		30-Mar-2031
Owner: Shinola/Detroit, LLC						
Client: Shinola/Detroit, LLC						
Agent:						
Attorneys: MBR,KB						
Goods: 12 Int. First Use Date: 12/01/2012 First Use In Commerce: 12/01/2012						
Bicycles						
BLACK BLIZZARD						
21063		86167619		4978468	Registered	
United States of America	ORD	16-Jan-2014	07-Oct-2014	14-Jun-2016		14-Jun-2026

TRADEMARK

REEL: 007998 FRAME: 0063



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Trademark List Report

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Trademark Name

Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR, KB
Client Reference: 0040
Agent Reference :

Goods: 14 Int.
Watches, watch bands, watch straps

Customs Recordation - ARGONITE

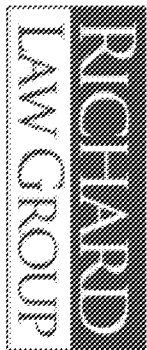
20990	United States of America	ORD	TMK1800650	Registered	15-Jul-2024
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Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR, KB
Client Reference:
Agent Reference :

Goods: 14 Int.
Watches and watch movements

Customs Recordation - RUNWELL

21289	United States of America	ORD	TMK1800651	Registered	02-May-2026
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Trademark List Report

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Trademark Name

Case Number

Country Name

Sub Case

Case Type

Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Bedrock Brands, LP

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0001

Agent Reference :

Goods: 12 Int.
Bicycles

Customs Recordation - RUNWELL

21290

United States of America

ORD

TMK1800623

06-Jul-2018

Registered

06-Sep-2027

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0001

Agent Reference :

Goods: 14 Int.

Jewelry; watches; clocks; watch straps and watch bands; cases for watches|18 - Leather goods, namely, backpacks; leather accessories, namely, leather straps

Customs Recordation - SHINOIA

21480

United States of America

ORD

TMK1800626

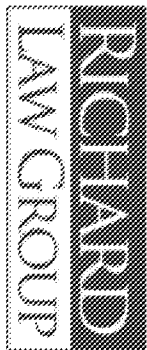
06-Jul-2018

Registered

25-Feb-2025

TRADEMARK

REEL: 007998 FRAME: 0065



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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal	

Owner: Bedrock Brands, LP
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR,KB
Client Reference:
Agent Reference :

Goods: 04 Int.
 Candles
 12 Int.
 Bicycles
 32 Int.
 Non-alcoholic beverages, namely, carbonated soft drinks

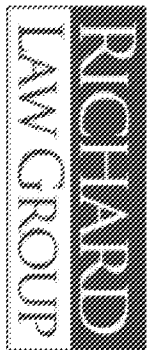
Customs Recorotation - SHINOLA

21481	United States of America	ORD	TMK1800629	Registered	24-Jun-2025
Owner: Bedrock Brands, LP					
Client: Shinola/Detroit, LLC					
Agent:					
Attorneys: MBR,KB					
Client Reference:					
Agent Reference :					

Goods: 14 Int.
 Jewelry; jewelry boxes; watches; clocks; watch straps and watch bands

Customs Recorotation - SHINOLA

21482	United States of America	ORD	TMK1800630	Registered	28-Jul-2025
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Trademark List Report

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Trademark Name

Case Number

Country Name

Sub Case

Case Type

Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Bedrock Brands, LP

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference:

Agent Reference :

Goods: 16 Int.

Printed matter, namely, blank personal journals, stationery, paper, envelopes, blank cards, postcards, and posters

Customs Recordation - SHINOLA

21483

United States of America

ORD

TMK1800624

Registered

06-Jul-2018

15-Dec-2025

Owner: Bedrock Brands, LP

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference:

Agent Reference :

Goods: 18 Int.

Leather goods, namely, wallets, billfolds, money clips, key chains and luggage tags; bags, namely, tote bags, messenger bags, travel bags, garment bags, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; cases for mobile phones, computers and watches; leather accessories, namely, leather straps; handbags and purses

24 Int.

Textiles, namely, handkerchiefs, bed blankets, towels

25 Int.

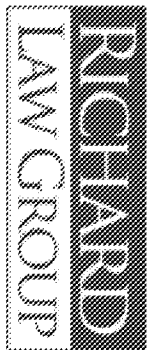
Clothing, namely, jackets, coats, sweaters

28 Int.

Sporting goods and equipment, namely, sport balls, baseball bats

TRADEMARK

REEL: 007998 FRAME: 0067



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Trademark List Report

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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal	

Customs Recordation - SHINOLA

21484	United States of America	ORD			TMK1800628	Registered	Registered	13-Jun-2028
	Owner: Shinola/Detroit, LLC							
	Client: Shinola/Detroit, LLC							
	Agent:							
	Attorneys: MBR,KB							

Goods: 09 Int.

Extension cords; power strips; audio speakers; headphones; turntables; record players; phonographs

Customs Recordation - SHINOLA

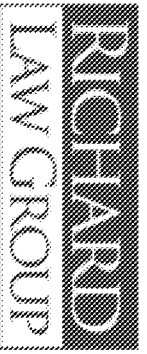
21485	United States of America	ORD			TMK1800625	Registered	Registered	07-Nov-2030
	Owner: Bedrock Brands, LP							
	Client: Shinola/Detroit, LLC							
	Agent:							
	Attorneys: MBR,KB							

Goods: 03 Int.

Shoe polish

Customs Recordation - SHINOLA

23330	United States of America	ORD			TMK 2100709	Registered	Registered	26-Feb-2024



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Trademark List Report

Page 7 of :

Trademark Name

Case Number

Country Name

Sub Case

Case Type

Owner:

Client: Shinola/Detroit, LLC

Agent:

Attorneys: KB,MBR

Application Number

Filing Date

Client Reference: 0001

Agent Reference :

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Goods:

Customs Recordation - THE RUNWELL

21478

United States of America

ORD

TMK1800631

Registered

07-Jul-2018

06-May-2028

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference:

Agent Reference :

Goods: 09 Int.

Turntables being record players

DETROIT ARROW

21062

United States of America

ORD

86758418

16-Sep-2015

5062205

18-Oct-2016

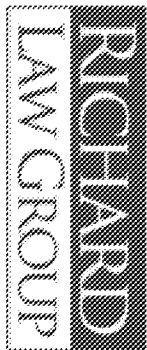
Registered

02-Aug-2016

18-Oct-2026

TRADEMARK

REEL: 007998 FRAME: 0069



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Trademark List Report

Trademark Name

Case Number

Country Name

Sub Case

Case Type

Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0041

Agent Reference :

Goods: 12 Int. First Use Date: 02/20/2015 First Use In Commerce: 03/05/2015

Bicycles

DETROLA

21031

United States of America

90104448

ORD

10-Aug-2020

05-Jan-2021

02-Mar-2021

Allowed

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0053

Agent Reference :

Goods: 43 Int.

Hotel services, motel services, restaurant services and bar services

DETROLA

21033

United States of America

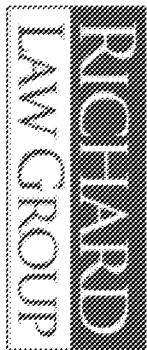
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ORD

14-Sep-2020

22-Jun-2021

Published



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Trademark Name

Case Number

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Sub Case

Case Type

Application Number

Filing Date

Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0054

Agent Reference :

Goods: 41 Int.

Entertainment services, namely, providing drive-in movie theaters; Entertainment in the nature of live performances by musicians, singers, disc jockeys, and comedians; Providing facilities for recreation activities; Providing amusement facilities for special entertainment events and live entertainment performances by musicians, singers, disc jockeys, and comedians

DETROLA

21061

United States of America

78220207

ORD 28-Feb-2003

2900724

04-May-2004

02-Nov-2004

Registered

02-Nov-2024

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0051

Agent Reference :

Goods: 09 Int. First Use Date: 03/31/2003 First Use In Commerce: 03/31/2003

Radios and turntables

DETROLA

22031

United States of America

87983859

ORD 06-Jul-2017

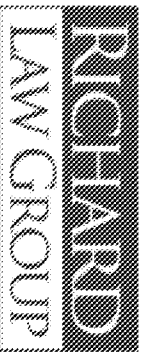
6428651

13-Mar-2018

20-Jul-2021

Registered

CHILD APPLICATION
20-Jul-2031



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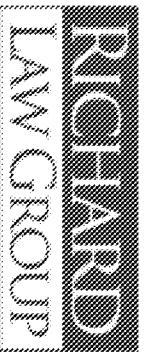
Trademark List Report

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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal	
	Owner: Shinola/Detroit, LLC						
	Client: Shinola/Detroit, LLC			Client Reference: 0052			
	Agent:			Agent Reference :			
	Attorneys: MBR,KB						

Goods: 14 Int. First Use Date: 09/25/2019 First Use In Commerce: 09/25/2019
 Matches: watch straps and watch bands; cases adapted for holding watches

DETROLA	22333	United States of America	ORD	03-May-2021	22-Feb-2022	19-Apr-2022	Allowed
		Owner: Shinola/Detroit, LLC			Client Reference: 0001		
		Client: Shinola/Detroit, LLC			Agent Reference :		
		Agent:					
		Attorneys: KB,MBR					
	Goods: 09 Int.						
	Sunglasses; eyewear; eyewear cases						
	12 Int.						
	Bicycles; mopeds, motorcycles						
	14 Int.						
	Jewelry; jewelry boxes; clocks; leather goods, namely, key chains						
	18 Int.						
	Leather goods, namely, wallets, billfolds, and luggage tags; bags, namely, tote bags, messenger bags, travel bags, wheeled bags, garment bags for travel, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; leather accessories, namely, leather straps; handbags and purses; umbrellas; clothing for domestic pets						



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Trademark List Report

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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal	

DETROLA HOSPITALITY

21611	United States of America	ORD	90104437	10-Aug-2020	12-Jan-2021	09-Mar-2021	Allowed
		Owner: Shinola/Detroit, LLC					
		Client: Shinola/Detroit, LLC	Client Reference: 0511				
		Agent:	Agent Reference :				
		Attorneys: MBR,KB					

Goods: 43 Int. Hotel services, motel services, restaurant services and bar services

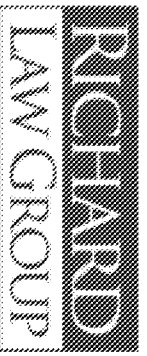
DETROLA HOSPITALITY

21612	United States of America	ORD	90179710	14-Sep-2020	06-Jul-2021		Published
		Owner: Shinola/Detroit, LLC					
		Client: Shinola/Detroit, LLC	Client Reference: 0512				
		Agent:	Agent Reference :				
		Attorneys: MBR,KB					

Goods: 41 Int. Entertainment services, namely, providing drive-in movie theaters; Entertainment in the nature of live performances by musicians, singers, disc jockeys, and comedians; Providing facilities for recreation activities; Providing amusement facilities for special entertainment events and live entertainment performances by musicians, singers, disc jockeys, and comedians

GOMELSKY

21613			88208414				5728001	Registered
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Monday, February 27, 2023

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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
United States of America	ORD	28-Nov-2018	29-Jan-2019	16-Apr-2019	16-Apr-2029	Registered	Next Renewal

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR,KB
Client Reference: 0506
Agent Reference :

Goods: 14 Int. First Use Date: 09/21/2013 First Use In Commerce: 09/21/2013
 Matches

LET'S ROLL UP OUR SLEEVES

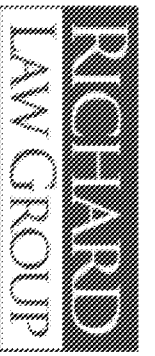
21598	United States of America	ORD	87370962	14-Mar-2017	18-Jul-2017	03-Oct-2017	Registered	03-Oct-2027
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Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR,KB
Client Reference: 0490
Agent Reference :

Goods: 14 Int. First Use Date: 03/20/2017 First Use In Commerce: 03/20/2017
 Matches

Miscellaneous Design (Lightning Bolt)

21597	United States of America	ORD	87258803	06-Dec-2016	18-Apr-2017	04-Jul-2017	Registered	04-Jul-2027
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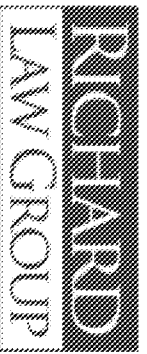
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Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal
RAMBLER						
23204		90817545			Allowed	
United States of America	ORD	08-Jul-2021	01-Feb-2022		29-Mar-2022	
Owner: Shinola/Detroit, LLC						
Client: Shinola/Detroit, LLC						
Agent:						
Attorneys: MBR,KB						
Client Reference: 0488						
Agent Reference :						
Attorneys: MBR,KB						
Goods: 09 Int. First Use Date: 11/17/2016 First Use In Commerce: 11/17/2016						
Turntables; speakers						
RAMBLER						
23205		90817536			Registered	
United States of America	ORD	08-Jul-2021	01-Feb-2022	19-Apr-2022	19-Apr-2022	19-Apr-2032
Owner: Shinola/Detroit, LLC						
Client: Shinola/Detroit, LLC						
Agent:						
Attorneys: KB,MBR						
Client Reference: 0001						
Agent Reference :						
Attorneys: KB,MBR						
Goods: 14 Int.						
Watch bands and straps; Watches						

TRADEMARK

REEL: 007998 FRAME: 0075



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Trademark Name

Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: KB,MBR
Client Reference: 0001
Agent Reference :

Goods: 09 Int. First Use Date: 07/02/2021 First Use In Commerce: 07/02/2021
 Eyewear, namely, sunglasses

RAYL'S

21606		87860596		5956354	Registered	
United States of America	ORD	03-Apr-2018	02-Apr-2019	07-Jan-2020		07-Jan-2030

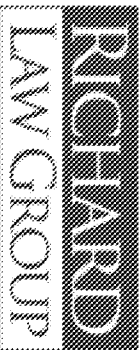
Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR,KB
Client Reference: 0498
Agent Reference :

Goods: 03 Int. First Use Date: 01/02/2019 First Use In Commerce: 01/02/2019
 Toiletries, namely, shampoo, conditioner, non-medicated soap, body wash, facial, skin, and body moisturizer, toothpaste, shaving cream, facial, hand, and body lotion, shower and bath gels, non-medicated bath salts, cotton swabs for cosmetic purposes, cotton balls for cosmetic purposes; non-medicated toiletries; non-medicated skin and bath preparations, namely, bath gel and body cream soap

21 Int. First Use Date: 01/02/2019 First Use In Commerce: 01/02/2019
 Toothbrushes; comb

RUNWELL

21206		90254768			Allowed	
United States of America	ORD	14-Oct-2020	15-Jun-2021			10-Aug-2021



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Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0198

Agent Reference :

Goods: 09 Int.
Eyewear

RUNWELL

21287

United States of America

85863826

01-Mar-2013

11-Mar-2014

5218719

06-Jun-2017

Registered

06-Jun-2027

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0194

Agent Reference :

Goods: 14 Int. First Use Date: 05/01/2013 First Use In Commerce: 05/01/2013
Jewelry; watches; clocks; watch straps and watch bands; cases for watches

18 Int. First Use Date: 05/01/2013 First Use In Commerce: 05/01/2013
Leather goods, namely, backpacks; leather accessories, namely, leather straps
(DOFU: 10/1/2016)

RUNWELL

21288

United States of America

85983972

01-Mar-2013

11-Mar-2014

4896036

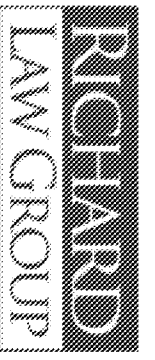
02-Feb-2016

Registered

02-Feb-2026

TRADEMARK

REEL: 007998 FRAME: 0077



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Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0195

Agent Reference :

Goods: 12 Int.
Bicycles

SEA BEAST

20954

United States of America

ORD

29-Oct-2020

27-Apr-2021

Allowed

22-Jun-2021

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0001

Agent Reference :

Goods: 14 Int.
Watches; Watch bands; Watch straps

SEA CREATURES

21614

United States of America

ORD

05-Sep-2018

29-Jan-2019

05-Oct-2021

Registered

05-Oct-2031

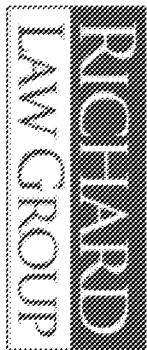
88104763

6511796

Registered

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Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0501

Agent Reference :

Goods: 14 Int. First Use Date: 06/30/2021 First Use In Commerce: 06/30/2021

Matches, watch bands, watch straps

SEA CREATURES

21615

United States of America

90142685

27-Aug-2020

22-Jun-2021

Published

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0502

Agent Reference :

Goods: 09 Int.

Extension cords; power strips; audio speakers; wireless speakers; headphones; ear buds; turntables being record players; record players; phonographs; radios; sunglasses; eyewear; computer bags and laptop bags; audio cables; audio electronic components, namely, surround sound systems; audio speaker enclosures; boxes specially adapted for housing audio equipment; digital audio and video recorders and players; audio transmitter units; audio amplifiers; audio interfaces; cases and covers for cell phones, smartphones, laptops, tablet computers, and e-reading devices

SEA CREATURES

21616

United States of America

90142694

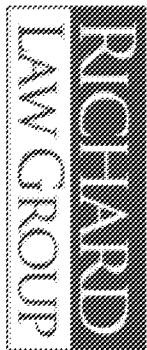
27-Aug-2020

05-Jan-2021

Published

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REEL: 007998 FRAME: 0079



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Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0503

Agent Reference :

Goods: 14 Int.

Clocks; alarm clocks; stopwatches; jewelry; jewelry boxes; precious and semi-precious stones; key chains; parts for clocks; clocks incorporating radios; movements for clocks and watches; clock housings and cabinets

SEA CREATURES

21618

United States of America

90142711

27-Aug-2020

30-Mar-2021

Allowed

25-May-2021

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0505

Agent Reference :

Goods: 18 Int.

Leather and imitation leather goods, namely, wallets, billfolds, luggage tags, straps, passport wallet and briefcase-type portfolios; bags, namely, handbags, purses, clutch purses, wristlet bags, tote bags, messenger bags, travel bags, weekend bags, garment bags for travel, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; clothing for domestic pets; leather leashes; leather collar for pets; umbrellas; key cases of leather or imitation leather; leather or leather-board boxes; labels of leather; leather luggage tags

SHINOLA

20911

United States of America

90268998

21-Oct-2020

27-Apr-2021

6695274

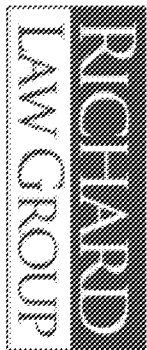
05-Apr-2022

Registered

05-Apr-2032

TRADEMARK

REEL: 007998 FRAME: 0080



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Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0001

Agent Reference :

Goods: 20 Int. First Use Date: 02/03/2022 First Use In Commerce: 02/03/2022

Mattresses

SHINOLA

21284

United States of America

88527345

22-Jul-2019

24-Dec-2019

6880372

18-Oct-2022

18-Oct-2022

18-Oct-2032

Registered

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0233

Agent Reference :

Goods: 11 Int. First Use Date: 08/18/2021 First Use In Commerce: 08/18/2021

Lamps; lamp shades; floor lamps; lighting fixtures; electric lighting fixtures

SHINOLA

21292

United States of America

85018771

20-Apr-2010

19-Jul-2011

4440501

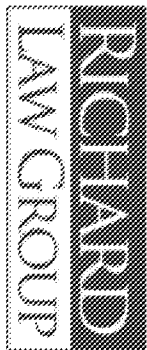
26-Nov-2013

Registered

26-Nov-2023

TRADEMARK

REEL: 007998 FRAME: 0081



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Publication Date

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Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0222

Agent Reference :

Goods: 03 Int. First Use Date: 06/26/2013 First Use In Commerce: 06/26/2013

Shoe polish

SHINOLA

21293

United States of America

85251888

25-Feb-2011

12-Jun-2012

15-Sep-2015

4813040

15-Sep-2015

Registered

15-Sep-2025

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0223

Agent Reference :

Goods: 18 Int.

Leather goods, namely, wallets, billfolds, money clips, key chains and luggage tags; bags, namely, tote bags, messenger bags, travel bags, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; cases for mobile phones, computers and watches; leather accessories, namely, leather straps; handbags and purses

24 Int.

Textiles, namely bed blankets

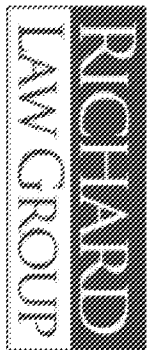
28 Int.

Sporting goods and equipment, namely, sport balls

SHINOLA

TRADEMARK

REEL: 007998 FRAME: 0082



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Next Renewal

21294

United States of America

ORD

21-Apr-2011

31-Jan-2012

28-Apr-2015

Registered

28-Apr-2025

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0225

Agent Reference :

Goods: 16 Int. First Use Date: 06/30/2013 First Use In Commerce: 06/30/2013

Printed matter, namely, blank personal journals, stationery, paper, blank cards, and postcards

SHINOLA

21295

United States of America

ORD

06-Aug-2012

30-Jul-2013

15-Nov-2016

Registered

15-Nov-2026

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0227

Agent Reference :

Goods: 35 Int.

Retail store and online retail store services featuring cosmetics, shoe polish, candles, sunglasses, eyewear, bicycles, jewelry, watches, printed matter, stationery, journals, leather goods, clothing, fashion and clothing accessories, belts, footwear, headwear, furniture, housewares, fabrics, bedding and textiles

SHINOLA

21296

United States of America

ORD

21-Apr-2011

31-Jan-2012

25-Nov-2014

Registered

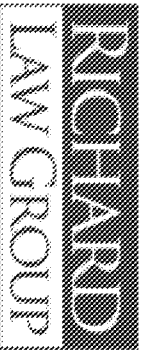
25-Nov-2024

85982791

4646055

TRADEMARK

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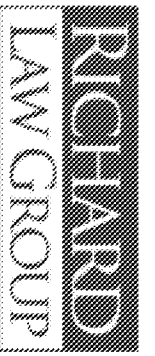
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Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal
SHINOLA						
21297		85983084	4708921	Registered		24-Mar-2025
United States of America						
Owner: Shinola/Detroit, LLC						
Client: Shinola/Detroit, LLC						
Agent:						
Attorneys: MBR,KB						
Goods: 04 Int. Candles						
12 Int. Bicycles						
32 Int. Non-alcoholic beverages, namely, carbonated soft drinks						
SHINOLA						
21298		87334841	5299917	Registered		03-Oct-2027
United States of America						
Owner: Shinola/Detroit, LLC						
Client: Shinola/Detroit, LLC						
Agent:						
Attorneys: MBR,KB						
Goods: 14 Int. Jewelry; jewelry boxes; watches; clocks; watch straps and watch bands						

TRADEMARK

REEL: 007998 FRAME: 0084



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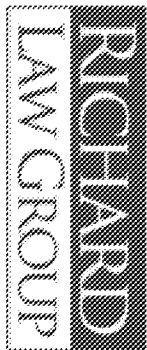
Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR, KB
Client Reference: 0230
Agent Reference :

Goods: 35 Int. First Use Date: 07/01/2013 First Use In Commerce: 07/01/2013
 Retail and on-line retail store services featuring a wide variety of consumer goods of others

SHINOLA						
21299		86718172		5210008	Registered	
United States of America	ORD	07-Aug-2015	12-Jan-2016	23-May-2017		23-May-2027
Owner: Shinola/Detroit, LLC			Client Reference: 0228			
Client: Shinola/Detroit, LLC			Agent Reference :			
Agent:						
Attorneys: MBR, KB						
Goods: 09 Int. First Use Date: 04/30/2016 First Use In Commerce: 04/30/2016 Sunglasses; eyewear						

SHINOLA						
21300		86718232		5751545	Registered	
United States of America	ORD	07-Aug-2015	19-Jan-2016	14-May-2019		14-May-2029



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Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0229

Agent Reference :

Goods: 25 Int. First Use Date: 07/31/2014 First Use In Commerce: 07/31/2014

Clothing, namely, shirts; clothing and fashion accessories, namely, belts, scarves and headwear

SHINOLA

21301

United States of America

86983636

02-Mar-2016

07-Jun-2016

5424012

13-Mar-2018

Registered

13-Mar-2028

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR,KB

Client Reference: 0231

Agent Reference :

Goods: 09 Int. First Use Date: 11/30/2016 First Use In Commerce: 11/30/2016

Extension cords; power strips; audio speakers; headphones; turntables; record players; phonographs

SHINOLA

21302

United States of America

86984372

07-Apr-2016

07-Jun-2016

5728218

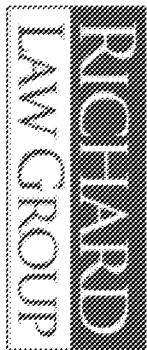
16-Apr-2019

Registered

16-Apr-2029

TRADEMARK

REEL: 007998 FRAME: 0086



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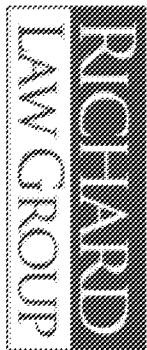
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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type	
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal		
SHINOLA	21870	United States of America	ORD	90446552	04-Jan-2021	17-Aug-2021	12-Oct-2021	Allowed
Owner: Shinola/Detroit, LLC Client: Shinola/Detroit, LLC Agent: Attorneys: MBR, KB								
Client Reference: 0232 Agent Reference :								

Goods: 43 Int. First Use Date: 1/1/30/2016 First Use In Commerce: 1/1/30/2016
Hotel and restaurant services

SHINOLA	21870	United States of America	ORD	90446552	04-Jan-2021	17-Aug-2021	12-Oct-2021	Allowed
Owner: Shinola/Detroit, LLC Client: Shinola/Detroit, LLC Agent: Attorneys: MBR, KB								
Client Reference: 0001 Agent Reference :								
Goods: 18 Int. Pet clothing; Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices 20 Int. Beds for household pets 28 Int. Pet toys								

SHINOLA 30229 97288053 Pending



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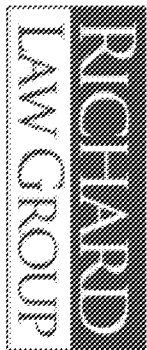
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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal	
United States of America	ORD	28-Feb-2022				28-Feb-2022	

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: KB,MBR
Client Reference: 0001
Agent Reference :

Goods: 16 Int. First Use Date: 08/18/2021 First Use In Commerce: 08/18/2021
 Framed photographs; Framed art pictures
 20 Int. First Use Date: 08/18/2021 First Use In Commerce: 08/18/2021
 Furniture; Beds; Benches; Bookcases; Chairs; Furniture shelves; Furniture, namely, dressers; Nightstands; Ottomans; Pillows;
 Sofas; Accent furniture; Bedroom furniture; Cabinets; Entertainment centers; Mirrors; Office furniture; Seating furniture; Seats;
 Tables; Television stands; Upholstered furniture

SHINOLA	30306	97319156	Published
United States of America	ORD	18-Mar-2022	17-Jan-2023
Owner: Shinola/Detroit, LLC			
Client: Shinola/Detroit, LLC			Client Reference: 0001
Agent:			Agent Reference :
Attorneys: KB,MBR			



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Goods: 09 Int.

Downloadable virtual goods in the nature of image files of luggage, briefcases, satchels, luggage tags, travel bags, backpacks, tote bags, duffel bags, rucksacks, leather dog carriers, wallets, key chains, knives, drinkware, soap, candles, blankets, towels, stickers, stationery, tools, clothing, footwear, bibs, belts, suspenders, caps, hats, hoods, shorts, socks, sweaters, coats, jackets, vests, fishing vests, shirts, long sleeve shirts, short sleeve shirts, hoodies, sweatshirts, jacket liners, jeans, lounge pants, pants, knickers, chaps, gloves, bandanas, scarves, and underwear for use in online virtual environments

35 Int.

Retail store services featuring virtual goods, namely, luggage, briefcases, satchels, luggage tags, travel bags, backpacks, tote bags, duffel bags, rucksacks, leather dog carriers, wallets, key chains, knives, drinkware, soap, candles, blankets, towels, stickers, stationery, tools, clothing, footwear, bibs, belts, suspenders, caps, hats, hoods, shorts, socks, sweaters, coats, jackets, vests, fishing vests, shirts, long sleeve shirts, short sleeve shirts, hoodies, sweatshirts, jacket liners, jeans, lounge pants, pants, knickers, chaps, gloves, bandanas, scarves, and underwear for use online and in online virtual world

41 Int.

Entertainment services, namely, providing on-line, non-downloadable luggage, briefcases, satchels, luggage tags, travel bags, backpacks, tote bags, duffel bags, rucksacks, leather dog carriers, wallets, key chains, knives, drinkware, soap, candles, blankets, towels, stickers, stationery, tools, clothing, footwear, bibs, belts, suspenders, caps, hats, hoods, shorts, socks, sweaters, coats, jackets, vests, fishing vests, shirts, long sleeve shirts, short sleeve shirts, hoodies, sweatshirts, jacket liners, jeans, lounge pants, pants, knickers, chaps, gloves, bandanas, scarves, and underwear for use online and in online virtual world

42 Int.

Providing temporary use of online, non-downloadable computer software for the creation, production and modification of digital animated and non-animated designs and characters, avatars, digital overlays and skins for access and use in online environments, virtual online environments, and extended reality virtual environments

SHINOLA & Lightning Bolt Design

21599

87473332

5405470

Registered

United States of America

ORD

02-Jun-2017

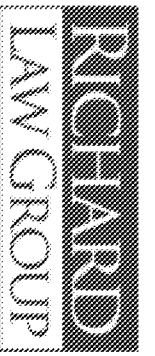
05-Dec-2017

20-Feb-2018

20-Feb-2028

TRADEMARK

REEL: 007998 FRAME: 0089



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Trademark Name

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Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR, KB
Client Reference: 0491
Agent Reference :

Goods: 14 Int. First Use Date: 05/01/2013 First Use In Commerce: 05/01/2013
 Watches

SHINOLA ARROW DETROIT

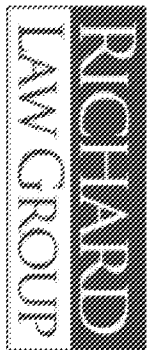
21588		86758423		5048105	Registered	
United States of America	ORD	16-Sep-2015	12-Jul-2016	27-Sep-2016		27-Sep-2026

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR, KB
Client Reference: 0486
Agent Reference :

Goods: 13 Int. First Use Date: 02/20/2015 First Use In Commerce: 03/05/2015
 Bicycles

SHINOLA IS THE ONLY THING WE MAKE

44809		97769240			Pending	
United States of America	ORD	26-Jan-2023				26-Jan-2023



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Trademark Name

Case Number

Country Name

Sub Case

Case Type

Application Number

Filing Date

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Registration Date

Status

Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: KB,MBR

Client Reference: 0001

Agent Reference :

Goods: 09 Int.

Eyewear; Headphones; Phonographs; Sunglasses; Audio speakers; Cases for mobile phones; Cases for portable computers; Extension cords; Power strips; Record players; Turntables being record players; Leather cases for mobile phones

11 Int.

Lamps; Lampshades; Electric lighting fixtures; Floor lamps; Lighting fixtures.

12 Int.

Bicycles

14 Int.

Clocks; Jewelry; Watches; Cases adapted for holding watches; Jewelry boxes; Key chains; Watch bands; Watch straps

16 Int.

Paper; Stationery; Blank journals for writing; Blank note cards; Framed art prints; Framed photographs; Money clips; Blank or partially printed postcards; Printed postcards

18 Int.

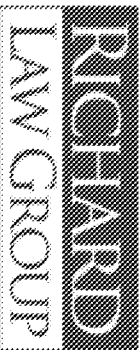
Backpacks; Billfolds; Handbags; Luggage; Wallets; Briefcases; Leather bags; Leather handbags; Leather purses; Leather straps; Luggage tags; Messenger bags; Pet clothing; Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices; Purses; Sport bags; Toiletry bags sold empty; Tote bags; Travel bags; Leather luggage tags

20 Int.

Furniture; Mattresses; Nightstands; Ottomans; Pillows; Sofas; Accent furniture; Bedroom furniture; Beds for household pets; Cabinets; Entertainment centers; Furniture shelves; Mirrors; Office furniture; Seating furniture; Seats; Tables; Television stands; Upholstered furniture; Decorative mirrors; Furniture, namely, dressers

TRADEMARK

REEL: 007998 FRAME: 0091



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- 21 Int. Bowls; Vases
- 24 Int. Bed blankets; Bed linen
- 25 Int. Headwear; Scarves; Shirts; Belts for clothing
- 27 Int. Rugs
- 28 Int. Pet toys; Sport balls
- 35 Int. Retail store services featuring shoe polish, candles, sunglasses, eyewear, bicycles, jewelry, watches, printed matter, stationery, journals, leather goods, clothing, fashion and clothing accessories, belts, footwear, furniture, housewares, fabrics; bedding and textiles

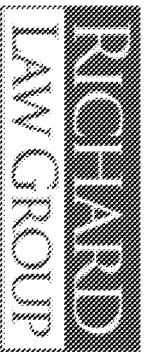
SHINOLA MAKES GOOD SHINOLA

44810 97769245 Pending

United States of America ORD 26-Jan-2023 26-Jan-2023

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: KB,MBR
Client Reference: 0001
Agent Reference :

Goods: 09 Int. Eyewear; Headphones; Phonographs; Sunglasses; Audio speakers; Cases for mobile phones; Cases for portable computers; Extension cords; Power strips; Record players; Turntables being record players; Leather cases for mobile phones
 11 Int. Lamps; Lampshades; Electric lighting fixtures; Floor lamps; Lighting fixtures



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12 Int.
Bicycles

14 Int.
Clocks; Jewelry; Watches; Cases adapted for holding watches; Jewelry boxes; Key chains; Watch bands; Watch straps

16 Int.
Paper; Stationery; Blank note cards; Framed art prints; Framed photographs; Money clips; Blank or partially printed postcards; Blank writing journals; Printed postcards.

18 Int.
Backpacks; Billfolds; Handbags; Luggage; Purses; Wallets; Briefcases; Leather bags; Leather handbags; Leather purses; Leather straps; Luggage tags; Messenger bags; Pet clothing; Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices; Sport bags; Toiletry bags sold empty; Tote bags; Travel bags

20 Int.
Beds; Benches; Bookcases; Chairs; Furniture; Mattresses; Nightstands; Ottomans; Pillows; Accent furniture; Bedroom furniture; Beds for household pets; Cabinets; Entertainment centers; Furniture shelves; Mirrors; Office furniture; Seating furniture; Seats; Sofas; Tables; Television stands; Upholstered furniture; Decorative mirrors; Furniture, namely, dressers

21 Int.
Bowls; Vases

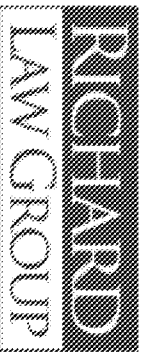
24 Int.
Bed blankets; Bed linen

25 Int.
Headwear; Scarves; Shirts; Belts for clothing

27 Int.
Rugs

28 Int.
Pet toys; Sport balls

35 Int.
On-line retail store services featuring shoe polish, candles, sunglasses, eyewear, bicycles, jewelry, watches, printed matter, stationery, journals, leather goods, clothing, fashion and clothing accessories, belts, footwear, furniture, housewares, fabrics, bedding and textiles; Retail store services featuring shoe polish, candles, sunglasses, eyewear, bicycles, jewelry, watches, printed matter, stationery, journals, leather goods, clothing, fashion and clothing accessories, belts, footwear, headwear, furniture, housewares, fabrics, bedding and textiles



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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal	

SHIT FROM SHINOLA - KNOW THE DIFFERENCE

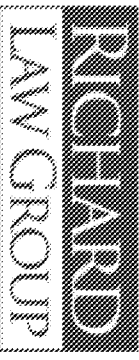
21620	United States of America	ORD	90729812	24-May-2021	08-Feb-2022	Allowed	05-Apr-2022
Owner: Shinola/Detroit, LLC							
Client: Shinola/Detroit, LLC							
Agent:							
Attorneys: MBR,KB							
Goods: 14 Int.							
Watches; Watch straps; Watch bands; Cases adapted for holding watches; Watch movements; Jewelry; jewelry boxes; clocks; leather goods, namely, key chains							
18 Int.							
Leather goods, namely, wallets, billfolds, and luggage tags; bags, namely, tote bags, messenger bags, travel bags, wheeled bags, garment bags for travel, sport bags, backpacks and toiletry bags sold empty; luggage; briefcases; leather accessories, namely, leather straps; handbags and purses; umbrellas; clothing for domestic pets							

THE BIRDY

21488	United States of America	ORD	86016453	22-Jul-2013	26-Nov-2013	14-Mar-2017	14-Mar-2027
Owner: Shinola/Detroit, LLC							
Client: Shinola/Detroit, LLC							
Agent:							
Attorneys: MBR,KB							
Goods: 14 Int.							
First Use Date: 06/30/2013							
First Use In Commerce: 06/30/2013							

TRADEMARK

REEL: 007998 FRAME: 0094



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Trademark Name	Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal	

THE BRAKEMAN

21621	United States of America	ORD	88009788	21-Jun-2018	04-Sep-2018	06-Oct-2020	Registered	06-Oct-2030
Owner: Shinola/Detroit, LLC		Client Reference: 0500						
Client: Shinola/Detroit, LLC		Agent Reference :						
Agent:								
Attorneys: MBR,KB								

Goods: 43 Int.
 Restaurant and bar services excluding coffee shop and snack bar services featuring coffee, tea, juice, espresso beverages, and beverages made with a base of coffee, espresso, tea, or milk; beer garden services; taproom services

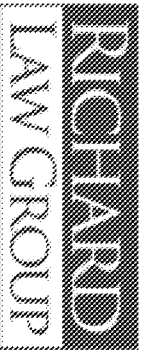
THE BRAKEMAN

44807	United States of America	ORD	97766693	24-Jan-2023			Pending	
Owner: Shinola/Detroit, LLC		Client Reference: 0001						
Client: Shinola/Detroit, LLC		Agent Reference :						
Agent:								
Attorneys: KB,MBR								

Goods: 14 Int.
 Watches; Watch bands; Watch straps.

THE CANFIELD

21589	United States of America	ORD	86879968	19-Jan-2016	14-Jun-2016	10-Apr-2018	Registered	10-Apr-2028
Client Reference: 0001		Agent Reference :						



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Trademark Name

Case Number	Sub Case	Application Number	Publication Number	Registration Number	Status	Mark Type
Country Name	Case Type	Filing Date	Publication Date	Registration Date	Status Date	Next Renewal

Owner: Shinola/Detroit, LLC
Client: Shinola/Detroit, LLC
Agent:
Attorneys: MBR, KB
Client Reference: 0487
Agent Reference :

Goods: 14 Int. First Use Date: 03/25/2016 First Use In Commerce: 03/25/2016
 Matches: watch straps and watch bands

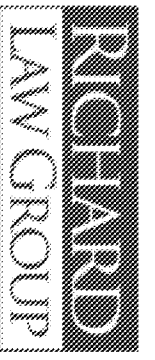
THE FOUNDRY

21495		86061675		4553398	Registered	
United States of America	ORD	11-Sep-2013	28-Jan-2014	17-Jun-2014		17-Jun-2024
Owner: Shinola/Detroit, LLC						
Client: Shinola/Detroit, LLC						
Agent:						
Attorneys: MBR, KB						
Client Reference: 0439						
Agent Reference :						

Goods: 35 Int. First Use Date: 01/16/2014 First Use In Commerce: 01/16/2014
 Administration of a customer loyalty program which provides early product releases, special offers and limited editions in the field of watches

THE GILLIGAN

20931		90278435			Allowed	
United States of America	ORD	26-Oct-2020	27-Apr-2021			22-Jun-2021



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Publication Number

Publication Date

Registration Number

Registration Date

Status

Status Date

Mark Type

Next Renewal

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0001

Agent Reference :

Goods: 14 Int.

Matches: Watch bands; Watch straps

THE RUNWELL

21285

United States of America

87024836

04-May-2016

08-Nov-2016

06-Feb-2018

5397108

06-Feb-2018

Registered

06-Feb-2028

Owner: Shinola/Detroit, LLC

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR, KB

Client Reference: 0196

Agent Reference :

Goods: 09 Int. First Use Date: 11/17/2016 First Use In Commerce: 11/17/2016
Turntables being record players

v. Mtdula Jain re: SHINGORA

30262

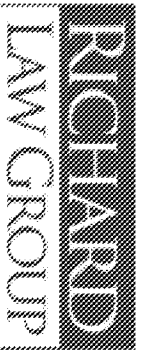
United States of America

87022506

OPP

Pending

05-Mar-2022



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Trademark Name

Case Number

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Application Number

Publication Number

Registration Number

Status

Mark Type

Country Name

Case Type

Filing Date

Publication Date

Registration Date

Status Date

Next Renewal

Owner:

Client: Shinola/Detroit, LLC

Agent:

Attorneys: MBR

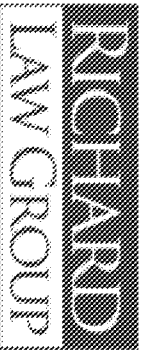
Client Reference: 0536

Agent Reference :

Goods:

TRADEMARK

REEL: 007998 FRAME: 0098



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Trademark List Report

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Sort Order: by Trademark
Record Count: 65

Print Goods: Yes	Print Assignments: No
Print Designated Countries: No	Show Default Image: No
Print Related Matters: No	Print Documents No
Print Remarks: No	Show Image: No
Print Product: No	Print Actions: None

Filing Date: From: To:

Status Code: Active Status

Statuses:

Case Types:

Countries:

Country Name: = United States of America

Area:

Case Number:

Mark Type:

Classes:

Goods:

Client: SHDE

Client Name:

Agent:

Agent Name:

Owner:

Owner Name:

Attorneys:

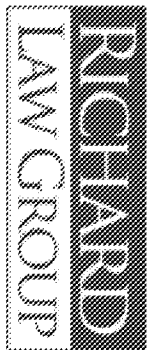
Attorney Name:

Trademark Name:

Product:

TRADEMARK

REEL: 007998 FRAME: 0099



Monday, February 27, 2023

Sub Case:

Trademark List Report

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SCHEDULE 2
to
PATENT AND TRADEMARK SECURITY AGREEMENT

PATENTS

Name of Grantor	Patent Description	Patent Number	Issue Date
Shinola/Detroit, LLC	FORK CROWN	D737730	09/01/2015
Shinola/Detroit, LLC	WATCH BOW	D768023	10/04/2016
Shinola/Detroit, LLC	Clip	D778766	02/14/2017
Shinola/Detroit, LLC	Watch Hinged Lug	D769146	10/18/2016

PATENT APPLICATIONS

None.

PATENT LICENSES

None.