

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REVOCATION OF OLD POWER OF ATTORNEY AND  
GRANT OF NEW POWER OF ATTORNEY

New Era Cap Co., Inc. hereby revokes all previous Powers of Attorney and appoints Neil B. Friedman, Ryan A. McGonigle, Daniel F. Dovi and Anne F. Downey and the law firm of Hodgson Russ LLP, 1540 Broadway, New York, New York 10036 and its attorneys, to transact all business in the United States Patent and Trademark Office relating to the trademark application(s)/registration(s) listed in the attached Schedule A.

Date: \_\_\_\_\_

1/4/17

By: \_\_\_\_\_

*Lorrie Turner*

Name: Lorrie Turner

Title: \_\_\_\_\_

*New Era Cap Co., Inc.  
General Counsel and  
Corporate Secretary*

Schedule A

Serial Number	Reg. Number	Word Mark
87278389		59FIFTY
87001103		58FIFTY
87236846		LIQUIDCHROME
86675371		LIQUIDCHROME
86332522		HOME OF THE AUTHENTIC
86332519		MY ERA
86751634		NEG
86857138		NE NEW ERA TWENTY9
86857133		NE NEW ERA THIRTY9
86857130		NE NEW ERA FORTY9
86447010		NE
86447007		NE NEW ERA
86447004		NEW ERA
86522676		BUFFALO TOUGH
86615068		9FIFTY
86553315		8FIFTY
86800201	4977819	
86030953		59FIFTY
86730753	4895887	THIS IS THE CAP
86716922	4895863	NE NEW ERA
86332517	4878241	ZONE ERA
86382761	4819521	NEG
86484759	4773047	NE NEW ERA
86389568		EK
86128125	4547704	EK
85943472		WEAR YOUR ALLEGIANCE
85943463		SPEAK WITH YOUR CAP
85893501	4633210	MICROERA
85876189	4633161	

85855961	4523121	NEW ERA INSIDER
85783683	4456418	DIAMOND ERA
85739072	4338513	19TWENTY
85526246	4380828	
85514767	4380816	WINTERERA
85504934	4380801	
85504920	4380800	
85504909	4380799	
85500992	4380796	SOLARERA
85500971	4380795	COOLERA
85500941	4380794	DRYERA
85488564	4164724	TP
85452082	4160843	ORIGINATORS OF THE TRUE FITTED
85422267	4258770	NEW ERA BY YOU
85401757	4444279	9TWENTY
85401750	4313885	9FORTY
85372096	4230960	9FIFTY
85208122	4183968	NE NEW ERA
85208111	4166506	NE NEW ERA
85208094	4289525	
85208079	4093163	
85085712	4106345	FLY YOUR OWN FLAG
85065340	4139667	NE NEW ERA F.L.Y.
78884835	3804934	HOME OF THE TRUE FITTED
78723267	3773566	59FIFTY
78723246	3759352	NEW ERA
78740975	3732828	NEW ERA
77641482	3819244	29TWENTY
77631360	3811674	NE NEW ERA
77641535	3733476	49FORTY
77641527	3717758	39THIRTY
77917121	3837631	YOUR LIFESTYLE. FITTED.
77866196	4096587	TOP PICK
77866190	4396438	NE

77866188	4396437	NEW ERA
77626570	3838601	CYCLE DRY
76648430	3122529	NE NEW ERA 59FIFTY ORIGINATORS OF THE TRUE FITTED NEWERACAP.COM ORIGINATORS OF THE TRUE FITTED NEWERACAP.COM ORIGINATORS OF THE TRUE FITTED NEWERACAP.COM
76588638	3112414	THE VIER
76639481	3803450	NEW ERA RE-CAP
76594966	3083289	CONCEALER
76648431	3744971	NE
76623247	3595192	NEW ERA FITS
76628060	3298501	BY NEW ERA
76628059	3256812	
76623246	3102358	ORIGINATORS OF THE TRUE FITTED
76231791	2584973	NEW ERA
75860903	2535462	NE
75868748	2550756	NEW ERA CAP
75860932	2421160	59FIFTY
75859769	2434957	NEW ERA
74450431	2031348	NEW ERA
74707965	2017209	NEW ERA