

BETABRAND CORPORATION.

) NOTICE OF ASSIGNMENT FOR
) THE BENEFIT OF CREDITORS
) AND DEADLINE FOR
) SUBMITTING CLAIMS
)

TO ALL CREDITORS AND EQUITYHOLDERS OF BETABRAND CORPORATION, AND OTHER PARTIES IN INTEREST:

PLEASE TAKE NOTICE that on December 2, 2021 (the “Effective Date”), Betabrand Corporation, (“Betabrand” the “Company”, or “Assignor”), a Delaware corporation, as assignor, made a General Assignment for the Benefit of Creditors (the “Assignment”) to BTB (ABC), LLC, (“Assignee”), a Delaware limited liability company, solely in its capacity as assignee for the benefit of creditors, pursuant to California state law.

PLEASE TAKE FURTHER NOTICE that with the exception of the relationship created by the Assignment, and despite their similarity in name, Assignor has no corporate affiliation to the Assignee. Pursuant to the Assignment, the Assignor irrevocably and unconditionally assigned, grants, conveys, transfers, and sets over to Assignee all of Assignor’s currently existing right, title, and interest in real or personal property and all other assets whatsoever, and where so ever situated, which are now, or have ever been, used in connection with the operation of Assignor’s business, and which assets include (without limitation) all tangible and intangible personal property and any interest therein exempt from execution, including any stock of merchandise, office furniture and fixtures, machinery, equipment leasehold interests and improvements, inventory, book accounts, books, bills, accounts receivable, cash on hand, cash in bank, patents, copyrights, trademarks and trade names, all other intellectual property, including without limitation, passwords and source codes (including source codes on FRBS), insurance policies (but excluding any and all policies for Directors and Officers Liability Insurance), tax refunds, rebates, general intangibles including any and all causes of action, insurance refunds and claims (excluding any payments arising out of Directors and Officers Liability Insurance), and choses in action that are legally assignable, together with the proceeds of any non-assignable choses in action that may hereafter be recovered or received by the Assignor, and all real property interests. Further, this General Assignment specifically includes all claims for refunds or abatement of all excess taxes heretofore or hereafter assessed against or collected from the Assignor by the United States or any of its departments or agencies, any state or local taxing authority, and the Assignor agrees to sign and execute a power of attorney or other such document(s) as required to enable Assignee to file and prosecute, compromise, and/or settle all such claims before the respective taxing authority.

PLEASE TAKE FURTHER NOTICE that all persons or entities asserting any claim against Assignor must submit a proof of claim and proper supporting documentation no later than June 30, 2022 (the “Bar Date”). The form for submitting a proof of claim is enclosed herewith. Claims can be filed using the following website (www.abc-claims.com) or by mail to the following address:

BTB (ABC), LLC
P.O. Box 439
Grandville, MI 49468

Any claimant who fails to timely submit a claim, postmarked on or before the Bar Date, in accordance with the instructions set forth above, shall be barred from sharing in any distribution from the net liquidation proceeds, if applicable, and shall not receive any payment from Assignee.

DATED: DECEMBER 30, 2021

BY: BTB (ABC), LLC, in its sole and limited capacity as assignee for the benefit of creditors of Betabrand Corporation.