

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310076

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fender Musical Instruments Corporation		07/01/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cordoba Music Group, Inc.		
Street Address:	1455 19th Street		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1132166		
Registration Number:	1139582	G	
Registration Number:	1027631	GUILD	
Registration Number:	1132165	GUILD	
Registration Number:	2200878		
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>			
Email:	ip@musicesq.com		
Correspondent Name:	Ronald S. Bienstock, Esq.		
Address Line 1:	411 Hackensack Avenue		
Address Line 2:	7th Floor		
Address Line 4:	Hackensack, NEW JERSEY 07601		
NAME OF SUBMITTER:	Ronald S. Bienstock, Esq.		
SIGNATURE:	/thesuit/		
DATE SIGNED:	07/09/2014		
Total Attachments: 3			
source=US FMIC Owned Guild Marks_Assignment Agreement#page1.tif			

OP \$140.00 1132166


source=US FMIC Owned Guild Marks_Assignment Agreement#page2.tif


source=US FMIC Owned Guild Marks_Assignment Agreement#page3.tif

TRADEMARK ASSIGNMENT


This Assignment ("Assignment") is made effective as of July 1, 2014 from Fender Musical Instruments Corporation, a Delaware corporation, having offices located at 17600 N. Perimeter Drive, Ste. 100 Scottsdale, AZ 85255, along with its parents, subsidiaries, affiliates, assignees, agents, and licensees (collectively, "Assignor"), and Cordoba Music Group, Inc., a California corporation, having an address at 1455 19th Street, Santa Monica CA 90404 ("Assignee").


WHEREAS, ASSIGNOR owns the following U.S. Trademark Registrations (collectively, the "Marks"):

Registration No. 1,132,166 for "";

Registration No. 1,139,582 for ""

Registration No. 1,027,631 for "GUILD"

Registration No. 1,132,165 for ""

Registration No. 2,200,878 for ""

together with the goodwill of the business symbolized thereby in connection with the goods/services for which the Marks are used (the "Goods/Services").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its rights, title, and interest in and to the Marks.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to Goods/Services for which the Marks are used and for which they are registered, (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without

limitation, damages, and payments for past or future infringements and misappropriations of the Marks, and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be reasonably necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR have duly executed under seal and delivered this Assignment, as of the day and year first above written.

ASSIGNOR:

By: 

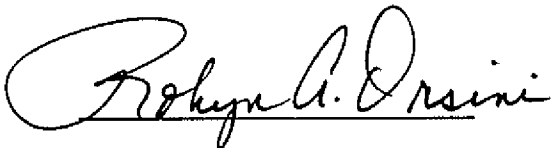
Name: Alan Lundgren

Title: Associate General Counsel

CERTIFICATE OF ACKNOWLEDGEMENT

State of Arizona)
)
County of Maricopa)

On July 1, 20 14 before me, Robyn A. Orsini, Notary Public in and for said county, personally appeared Alan Lundgren, who has/have satisfactorily identified him/her/themselves as the signer(s) or/witness(es) to the above-referenced document.


Notary Public

