

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM384205

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mike Hall		03/23/2016	INDIVIDUAL: CANADA
RECEIVING PARTY DATA			
Name:	Rowdy Ronda, Inc.		
Street Address:	412 W. Broadway Avenue		
Internal Address:	Suite 212		
City:	Glendale		
State/Country:	CALIFORNIA		
Postal Code:	91204		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4920377	ARM BAR ATHLETICS	
CORRESPONDENCE DATA			
Fax Number:	8188279060		
<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:	(818) 827-9000		
Email:	dgreaves@brutzkusgubner.com		
Correspondent Name:	Deborah E. Greaves		
Address Line 1:	21650 Oxnard Street		
Address Line 2:	Suite 500		
Address Line 4:	Woodland Hills, CALIFORNIA 91367		
NAME OF SUBMITTER:	Deborah E. Greaves		
SIGNATURE:	/Deborah E. Greaves/		
DATE SIGNED:	05/12/2016		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated as of March 23, 2016, is made by Mike Hall ("Assignor"), a citizen and resident of Canada with an address of 1 Plum Tree Lane, Grimsby, Ontario Canada L3M5T4 in favor of Rowdy Ronda, Inc. ("Assignee"), a California corporation with a business address of 412 W. Broadway Avenue, Suite 212, Glendale, CA 91204.

WHEREAS, the parties have executed a Bill of Sale concurrently herewith; and

WHEREAS, pursuant to the Bill of Sale, Assignor agreed to convey, transfer and assign to Assignee certain intellectual property of Assignor, and to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office and the Canadian Intellectual Property Office.

NOW THEREFORE, Assignor agrees as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee and Assignee hereby accepts, all of Assignor's right, title and interest in and to the following (the "Assigned Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks:

(a) the trademark registrations and trademark applications set forth on Schedule I hereto and all issuances, extensions and renewals thereof;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action in favor of the Assigned Trademarks with respect to any of the foregoing, whether accruing before, on and/or after the date hereof, including all Assignor's rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes Assignee to record and register this Trademark Assignment at the United States Patent and Trademark Office and at the Canadian Intellectual Property Office, at Assignee's sole expense. Following the date hereof,

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upon Assignee's reasonable request, and at Assignee's sole cost and expense, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence or perfect the assignment of the Assigned Trademarks to Buyer, or any assignee or successor thereto.

3. Terms of the Bill of Sale The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Bill of Sale, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements and indemnities contained in the Bill of Sale shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein.

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Trademark Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of California without giving effect to any choice or conflict of law provision or rule (whether of the State of California or any other jurisdiction).

IN WITNESS WHEREOF, Seller has duly executed and delivered this Trademark Assignment as of the date first written above.

ASSIGNOR



MIKE HALL

AGREED TO AND ACCEPTED:

ASSIGNEE

ROWDY RONDA, INC.

By: _____
Name: Ronda Rousey
Title: President

upon Assignee's reasonable request, and at Assignee's sole cost and expense, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary in effect, evidence or perfect the assignment of the Assigned Trademarks to Buyer, or any assignee or successor thereto.

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ASSIGNOR




MIKE HALL

AGREED TO AND ACCEPTED:

ASSIGNEE

ROWDY RONDA, INC.

By: 

Name: Ronda Reusey
Title: President

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Schedule 1

ASSIGNED TRADEMARK REGISTRATIONS AND APPLICATIONS

TRADEMARK DESCRIPTION	Registration No.	Class
Arm Bar Athletics	4,920,377 USPTO	025/028
Arm Bar Athletics	TMA 776,552 CIPO	014/016/018 021/025/028

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