

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM393928

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Edward Michael Grylls		06/10/2016	INDIVIDUAL: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bear Grylls Ventures LLP		
<b>Street Address:</b>	38 Berkeley Square		
<b>Internal Address:</b>	c/o Sopher & Co.		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	W1J 5AE		
<b>Entity Type:</b>	Limited Liability Partnership: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4063838	BEAR GRYLLS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2129499022		
<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>			
<b>Phone:</b>	2129499022		
<b>Email:</b>	fterranella@lawabel.com		
<b>Correspondent Name:</b>	Lawrence Abelman		
<b>Address Line 1:</b>	666 Third Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Lawrence Abelman		
<b>Address Line 1:</b>	666 Third Avenue		
<b>Address Line 2:</b>	10th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>NAME OF SUBMITTER:</b>	Frank Terranella		
<b>SIGNATURE:</b>	/ft/		
<b>DATE SIGNED:</b>	08/05/2016		

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**Total Attachments: 2**

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TRADE MARK ASSIGNMENT

PARTIES:

- (1) EDWARD MICHAEL GRYLLES of c/o A.A. Thornton & Co., 235 High Holborn, London WC1V 7LE, United Kingdom ("ASSIGNOR")
- (2) BEAR GRYLLES VENTURES LLP (incorporated in the United Kingdom) of c/o Sopher & Co, 38 Berkeley Square, London W1J 5AE, United Kingdom ("ASSIGNEE")

RECITALS:

- A. The ASSIGNOR is the proprietor of the trade mark particularised in the Schedule (the "TRADE MARK").
- B. The parties have agreed that legal title in the TRADE MARK should be assigned to the ASSIGNEE.

OPERATIVE TERMS:

1. Assignment

The ASSIGNOR hereby assigns to the ASSIGNEE and the ASSIGNEE hereby accepts the ASSIGNOR's legal title to the TRADE MARK and all common law rights in relation to the TRADE MARK including the goodwill and including the benefit of all priority dates and the right to sue for and obtain injunctive relief, damages and all other relief in respect of any infringement or misuse of or passing off in relation to any of the same, whether past present or future.

2. Authorisation

The ASSIGNOR hereby authorises the ASSIGNEE and the ASSIGNEE's agents to sign all such forms on behalf of the ASSIGNOR as the ASSIGNEE considers appropriate in order to record the TRADE MARK in the name of the ASSIGNEE.

3. Law

This Assignment shall be governed by and construed and take effect in accordance with English law.

IN WITNESS of which the parties have executed this Assignment in accordance with their statutes by duly authorised officers.

EXECUTED by the ASSIGNOR:

Signature: [Signature]  
Name: BEAR GRYLLES

Date: 10/6/16

EXECUTED by the ASSIGNEE:

Signature: [Signature]  
Name: BEAR GRYLLES

Title: Designated Member

Date: 10/6/16

SCHEDULE  
THE TRADE MARK

Country	Number	Class
United States	4063838	9, 41