

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405609

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
(incu)Brand Studios, Inc.		10/31/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ROC Partners, LLC		
Street Address:	100 N. Crescent Drive		
Internal Address:	Suite 117		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86549143	ROC LIVE LIFE LOUD	
Serial Number:	86549167	ROC LIVE LIFE LOUD	
CORRESPONDENCE DATA			
Fax Number:	3102309498		
<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:	(310) 500-6776		
Email:	fredg@incubrandstudios.com, tmdockeing@onellp.com		
Correspondent Name:	(incu)Brand Studios, Inc.		
Address Line 1:	14817 Pampas Ricas Boulevard		
Address Line 4:	Pacific Palisades, CALIFORNIA 90272		
NAME OF SUBMITTER:	Fred Goldring		
SIGNATURE:	/Fred Goldring/		
DATE SIGNED:	11/15/2016		
Total Attachments: 2			
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OP \$65.00 86549143

ASSIGNMENT OF TRADEMARK

WHEREAS, (incu)Brand Studios, Inc., a California corporation, having an address of 100 N. Crescent Drive, Suite 117, Beverly Hills, CA 90210, has adopted, used and is using the mark **ROC LIVE LIFE LOUD**, an application for which has been filed in the United States Patent and Trademark Office, Serial No. 86/549143;

WHEREAS, ROC Partners, LLC (Assignee), a California ~~corporation~~ limited liability company, *cdm* having an address of 100 N. Crescent Drive, Suite 117, Beverly Hills, CA 90210, is desirous of acquiring the mark, the application for the mark, and any registration issuing therefrom;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interests in and to the mark, together with the good will of the business symbolized by the mark, and the above-identified application thereof.

For and on behalf of the Assignor

Signature: *Michael Goldman*
By: Michael Goldman
Title: Chief Financial Officer

Date: 10/31/2016

ASSIGNMENT OF TRADEMARK

WHEREAS, (incu)Brand Studios, Inc., a California corporation, having an address of 100 N. Crescent Drive, Suite 117, Beverly Hills, CA 90210, has adopted, used and is using the mark ROC LIVE LIFE LOUD (stylized and/or with design), an application for which has been filed in the United States Patent and Trademark Office, Serial No. 86/549167;

WHEREAS, ROC Partners, LLC (Assignee), a California ~~corporation~~ limited liability company, *dm* having an address of 100 N. Crescent Drive, Suite 117, Beverly Hills, CA 90210, is desirous of acquiring the mark, the application for the mark, and any registration issuing therefrom;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interests in and to the mark, together with the good will of the business symbolized by the mark, and the above-identified application thereof.

For and on behalf of the Assignor

Signature: _____

By: Michael Goldman

Title: Chief Financial Officer

Date: _____

10/31/2014