

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM417800

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IMPROV WEST ASSOCIATES		01/01/2011	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	IMPROV WEST ASSOCIATES		
Street Address:	8162 MELROSE AVENUE		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90024		
Entity Type:	Limited Partnership: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3878240		
CORRESPONDENCE DATA			
Fax Number:	3109062189		
<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:	310-271-6900		
Email:	DA@DennisArdi.com		
Correspondent Name:	DENNIS ARDI		
Address Line 1:	9595 WILSHIRE BOULEVARD		
Address Line 2:	SUITE 410		
Address Line 4:	BEVERLY HILLS, CALIFORNIA 90212		
NAME OF SUBMITTER:	DENNIS ARDI		
SIGNATURE:	/Dennis Ardi/		
DATE SIGNED:	02/28/2017		
Total Attachments: 1			
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SERVICE MARK ASSIGNMENT AGREEMENT

This SERVICE MARK ASSIGNMENT AGREEMENT is dated as of January 1, 2011 and is entered into between IMPROV WEST ASSOCIATES, a California limited liability company ("IWA LLC"), and IMPROV WEST ASSOCIATES, a California limited partnership ("IWA LP").

FOR VALUE RECEIVED, IWA LLC hereby transfers and assigns all its right, title, and interest in and to its Service Mark consisting of "RED BRICK WALL WITH WHITE MORTAR, WITH THE COLORS RED AND WHITE AS A FEATURE OF THE MARK, Registered by the United State Patent and Trademark Office on the Supplemental Register on November 16, 2010 under Reg No. 3,878,240 (the "Mark") to IWA LP


IWA LLC represents and warrants to IWA LP that it is the owner of the Mark.

IWA LP accepts the assignment of the Mark as of January 1, 2011

IN WITNESS WHEREOF, this SERVICE MARK ASSIGNMENT AGREEMENT is executed effective as of January 1, 2011

IMPROV WEST ASSOCIATES, a California limited liability company

By: _____


Dennis Ardi, Counsel

IMPROV WEST ASSOICATES, a California limited partnership,
By: IMPROV WEST, INC., a general partner

By: _____


Gerson "Budd" Friedman, President