

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM421290

| | | | |
|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Frank Shepard Fairey | | 03/09/2017 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Bold Strategies, Inc. | | |
| Street Address: | 1331 West Sunset Blvd | | |
| City: | Los Angeles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90026 | | |
| Entity Type: | Corporation: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 12 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85927830 | OBEY | |
| Registration Number: | 4569752 | OBEY | |
| Registration Number: | 5119705 | OBEY | |
| Registration Number: | 4859374 | OBEY | |
| Registration Number: | 3282078 | OBEY | |
| Registration Number: | 4263319 | OBEY | |
| Registration Number: | 4859555 | OBEY | |
| Registration Number: | 2632359 | OBEY | |
| Registration Number: | 2762299 | OBEY | |
| Registration Number: | 3770877 | OBEY AWARENESS | |
| Registration Number: | 4251274 | SHEPARD FAIREY | |
| Serial Number: | 86890416 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8588761604 | | |
| <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: | 8887504407 | | |
| Email: | westdocket@holleymenker.com | | |
| Correspondent Name: | Holley & Menker, PA, Gabrielle A. Holley | | |
| Address Line 1: | P.O. Box 96 | | |
| TRADEMARK | | | |

OP \$315.00 85927830

| | |
|---|--------------------------------|
| Address Line 4: | Solana Beach, CALIFORNIA 92075 |
| ATTORNEY DOCKET NUMBER: | 1363.TM1124US00 |
| NAME OF SUBMITTER: | Gabrielle Holley |
| SIGNATURE: | /GAHolley/ |
| DATE SIGNED: | 03/27/2017 |
| Total Attachments: 2 source=US_OBEY TM Assignment SF to BS signed 030917#page1.tif source=US_OBEY TM Assignment SF to BS signed 030917#page2.tif | |

TRADEMARK ASSIGNMENT

WHEREAS, Frank Shepard Fairey, AKA Shepard Fairey, a United States citizen with a business address at 1331 West Sunset Boulevard, Los Angeles, California 90026 ("Assignor") owns trademarks and pending trademark applications and registrations (the "Applications and Registrations") for various OBEY and SHEPARD FAIREY trademarks and associated designs as set out in Schedules A through E, and the goodwill associated therewith (the "Marks").

WHEREAS, Bold Strategies, Inc., a California corporation, with a business address at 1331 West Sunset Boulevard, Los Angeles, California 90026 ("Assignee") is desirous of acquiring the Assignor's Applications and Registrations and the Marks.

NOW, THEREFORE, for the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor does hereby assign unto Assignee, all of his right, title and interest in and to the Applications and Registrations and Marks, together with any common law rights and the goodwill of the business symbolized therewith, as well as the right (but not the obligation) to assert the Applications and Registrations and Marks and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.
2. The portion of Assignor's business to which the Applications and Registrations and Marks pertain is an ongoing and existing business.
3. Assignee is the successor to the portion of Assignor's business to which the Applications and Registrations and Mark pertain.

Dated: MARCH 9, 2017

BOLD STRATEGIES, INC.

By: 

Name: Amanda Fairey

Title: President




SHEPARD FAIREY

By: 

Name: Shepard Fairey

SCHEDULE A

U.S.A.

| <u>MARK</u> | <u>CLASS(ES)</u> | <u>APP/REG DATE</u> | <u>APP/REG NO</u> |
|--|------------------|-----------------------|-------------------|
| OBEY | 3 | 2013-05-09/n/a | 85927830/n/a |
| OBEY | 9 | 2013-06-11/2014-07-15 | 85981934/4569752 |
| OBEY | 9 | 2013-06-11/2017-01-10 | 85957151/5119705 |
| OBEY | 14 | 2015-04-21/2015-11-24 | 86605216/4859374 |
| OBEY | 16, 18, 25 | 2006-11-09/2007-08-21 | 77040649/3282078 |
| OBEY | 20 | 2011-10-12/2012-12-25 | 85446122/4263319 |
| OBEY | 28 | 2015-04-23/2015-11-24 | 86607605/4859555 |
| OBEY & Design (Icon Face)  | 16, 25 | 1999-11-23/2002-10-08 | 75856775/2632359 |
| OBEY & Design (Icon Face)  | 28 | 2000-12-22/2003-09-09 | 76184615/2762299 |
| OBEY AWARENESS | 25 | 2009-08-19/2010-04-06 | 77807878/3770877 |
| SHEPARD FAIREY | 9 | 2011-10-18/2012-11-27 | 85449950/4251274 |
| Design Only (Icon Face)  | 3 | 2016-01-28/n/a | 86890416/n/a |