

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM421285

<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>
Frank Shepard Fairey		03/13/2017	INDIVIDUAL: UNITED STATES
One 3 Two, Inc.		03/13/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bold Strategies, Inc.		
<b>Street Address:</b>	1331 West Sunset Blvd		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90026		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3592057	DISOBEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	8887504407		
<b>Email:</b>	westdocket@holleymenker.com		
<b>Correspondent Name:</b>	Holley & Menker, PA, Gabrielle A. Holley		
<b>Address Line 1:</b>	P.O. Box 96		
<b>Address Line 4:</b>	Solana Beach, CALIFORNIA 92075		
<b>ATTORNEY DOCKET NUMBER:</b>	1363.TM1085US00		
<b>NAME OF SUBMITTER:</b>	Gabrielle Holley		
<b>SIGNATURE:</b>	/GAHolley/		
<b>DATE SIGNED:</b>	03/27/2017		
<b>Total Attachments: 3</b>			
source=US2_OBEY TM Assignment SF-132 to BS signed 031317 DISOBEY US#page1.tif			
source=US2_OBEY TM Assignment SF-132 to BS signed 031317 DISOBEY US#page2.tif			
source=US2_OBEY TM Assignment SF-132 to BS signed 031317 DISOBEY US#page3.tif			

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## **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 and One 3 Two, Inc., a California corporation, having a business address at 17462 Von Karman Avenue, Irvine, California 92614, are joint owners (“Assignors”) of the pending trademark applications and registrations (the “Applications and Registrations”) for various OBEY and DISOBEY trademarks and associated designs as set out in Schedules A through P, and the goodwill, if any, associated with the marks set forth therein (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 Assignors’ shares of the 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. Assignors do hereby assign unto Assignee, all of their 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. Assignors and Assignee agree to cooperate with respect to any additional agreements and/or documents required to effectuate this Assignment.
3. Assignors and Assignee agree that, where required, the parties will record license agreement(s) with One 3 Two, Inc. and/or record One 3 Two, Inc. as a registered user of the Marks, and the parties agree to cooperate with respect to any additional agreements and/or documents required to effectuate this clause.

4. This document may be executed in two or more counterparts, each of which shall be deemed to be an original and all such counterparts shall constitute but one and the same instrument.

Dated: MARCH 13, 2017

SHEPARD FAIREY

By: \_\_\_\_\_

Name: Shepard Fairey

BOLD STRATEGIES, INC.

By: \_\_\_\_\_

Name: Amanda Fairey

Title: President

ONE 3 TWO, INC.

By: \_\_\_\_\_

Name: REAN DON JUNCAR

Title: PRESIDENT

SCHEDULE A

**U.S.A.**

<u>MARK</u>	<u>CLASS</u>	<u>APP/REG DATE</u>	<u>APP/REG NO</u>
DISOBEY	25	2007-05-25/2009-03-17	77190956/3592057