

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM427174

|   |  |                       |                           |
|---|--|-----------------------|---------------------------|
| <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>        |
| Max Spielberg   |  | 05/10/2017            | INDIVIDUAL: UNITED STATES |
| Luke Stanton  |  | 05/10/2017            | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                           |
| <b>Name:</b>  | Luke K Stanton                                     |                       |                           |
| <b>Street Address:</b>  | 15260 Ventura Blvd., Suite 1700                    |                       |                           |
| <b>City:</b>  | Sherman Oaks                                       |                       |                           |
| <b>State/Country:</b>   | CALIFORNIA   |                       |                           |
| <b>Postal Code:</b>   | 91403  |                       |                           |
| <b>Entity Type:</b>   | INDIVIDUAL: UNITED STATES                          |                       |                           |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                           |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                           |
| <b>Serial Number:</b>   | 86582082   | FRONTERA              |                           |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                           |
| <b>Fax Number:</b>  | 8187842411   |                       |                           |
| <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>   | 8187429661   |                       |                           |
| <b>Email:</b>   | luke.stantonlaw@gmail.com                          |                       |                           |
| <b>Correspondent Name:</b>  | Luke K. Stanton                                    |                       |                           |
| <b>Address Line 1:</b>  | 15260 Ventura Blvd., Suite 1700                    |                       |                           |
| <b>Address Line 4:</b>  | Sherman Oaks, CALIFORNIA 91403                     |                       |                           |
| <b>NAME OF SUBMITTER:</b>   | Luke K. Stanton                                    |                       |                           |
| <b>SIGNATURE:</b>   | /Luke K. Stanton/                                  |                       |                           |
| <b>DATE SIGNED:</b>   | 05/11/2017   |                       |                           |
| <b>Total Attachments: 2</b>   |  |                       |                           |
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| source=Frontera TM Assignment -- Fully Exec#page2.tif   |  |                       |                           |

OP \$40.00 86582082

## TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is made and entered into as of May 10, 2017 (the "Effective Date"), by and between Max Spielberg and Luke Stanton (collectively, "Assignors"), on the one hand, and Luke K. Stanton ("Assignee") on the other hand.

WHEREAS, on March 31, 2015, Assignors filed an application to register with the United States Patent and Trademark Office ("USPTO") the mark "FRONTERA" (the "Mark"), in international class 045, based on a bona fide intent to use the Mark in commerce, with Assignors listed as the joint owners of the Mark (the "Application");

WHEREAS the Application has been given serial number 86582082 by the USPTO, and a Notice of Allowance has been issued dated October 6, 2015, but as of the Effective Date Assignors have not yet filed a Statement of Use with respect to the mark.

WHEREAS, Assignee is acquiring Assignors' entire business, or portion thereof to which the mark pertains, as required by 15 USC § 1060, and in connection therewith desires to acquire the Mark.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors and Assignee hereby agree as follows:

1. Transfer of Mark. Assignors hereby transfer, convey, sell and assign all right, title and interest whatsoever throughout the world in and to the Mark together with the goodwill of the business symbolized by the Mark, to Assignee in perpetuity (or for the longest period of time otherwise permitted by law), as part of the assignment of the entire business, or portion thereof to which the mark pertains, as required by 15 USC § 1060.

2. Further Assurances. Upon request by Assignee, Assignors shall execute and deliver such further instruments and take such further actions as may be necessary to evidence more fully the transfer to Assignee of ownership of the Mark and goodwill relating thereto.

3. Miscellaneous:

a. This Assignment constitutes the entire agreement between the parties hereto with respect to the specific subject matter hereof and supersedes all prior agreements or understandings of any kind with respect to the specific subject matter hereof.

b. In the event that any provision or part of this Assignment shall be deemed void or invalid by a court of competent jurisdiction, the remaining provisions or parts shall be and remain in full force and effect.

c. Any modification to this Assignment must be in writing and signed by the parties or it shall have no effect and shall be void.

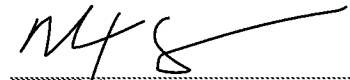
d. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

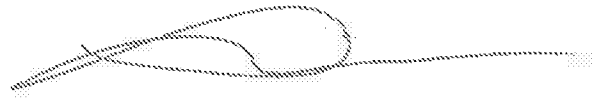
e. This Assignment shall be governed in accordance with the laws of the State of California, applicable to agreements to be wholly performed therein, without giving effect to its laws governing conflict of laws, with jurisdiction and venue exclusive to the Federal or State courts located in the County of Los Angeles, State of California.

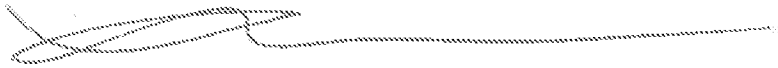
IN WITNESS WHEREOF, this Assignment has been signed and delivered by and on behalf of the parties hereto as of the date first set forth above.

("Assignors")

("Assignee")

  
.....  
Max Spielberg

  
.....  
Luke K. Stanton

  
.....  
Luke Stanton