

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM432028

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MJ Licensing Company		01/24/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Paramount Pictures Corporation		
Street Address:	5555 Melrose Avenue		
City:	Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90038		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4657144	GENCO OLIVE OIL	
CORRESPONDENCE DATA			
Fax Number:	3238621026		
<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:	3239561388		
Email:	sam.jeffries@paramount.com		
Correspondent Name:	Sam Jeffries		
Address Line 1:	5555 Melrose Avenue		
Address Line 2:	Paramount Pictures Corporation		
Address Line 4:	Hollywood, CALIFORNIA 90038		
NAME OF SUBMITTER:	Sam Jeffries		
SIGNATURE:	/Sam Jeffries/		
DATE SIGNED:	06/21/2017		
Total Attachments: 2			
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source=GENCO OLIVE OIL (4657144) - Assgnmnt to PPC#page2.tif			

OP \$40.00 4657144

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment"), by and between MJ Licensing Company ("Assignor"), located at c/o Bressler, Amery & Ross, P.C., 17 State Street, 24th Floor, New York, NY 10004, Attn: Jonathan Emery, Esq., on the one hand, and Paramount Pictures Corporation ("Assignee"), located at 5555 Melrose Avenue, Hollywood, CA 90038, on the other hand, is effective as of January 24, 2017 (the "Effective Date").

WHEREAS, Assignor is the owner of the U.S. Registration on the attached Schedule I (the "Mark"), including, without limitation, the goodwill associated with and symbolized by such Mark, and desires to assign all right, title and interest in and to the Mark, together with the goodwill and business symbolized thereby; and

WHEREAS, Assignee desires to obtain all rights, title and interest in and to the Mark, together with the goodwill and business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee, all of Assignor's right, title and interest in and to the Mark, whether statutory or at common law, and all intellectual property rights therein, including, without limitation, all registrations and applications thereof and any or all renewals and extensions thereof, the right to recover for past infringement, the goodwill associated with such Mark and the goodwill of the business in connection with which it has been used, and all other rights as may exist now and/or hereafter come into existence, regardless of whether such rights arise under the law of the United States or any other state, country or jurisdiction.

Assignor represents and warrants that it has the right and ability to make the assignment set forth herein and to fulfill his other obligations set forth herein. Assignor agrees to take further actions and to do further things that Assignee may reasonably request, including executing additional documents, in order to vest or perfect in Assignee all right, title, and interest in and to the Mark.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed as of the effective date.

MJ LICENSING COMPANY

PARAMOUNT PICTURES CORPORATION

By: [Signature]

By: [Signature]

Name: Margaretha Radu

Name: Norman Becker

Title: Executive Secretary

Title: SVP

Date: 2-17-17

Date: 2-28-17

SCHEDULE 1

1. U.S. Registration No. 4,657,144 (GENCO OLIVE OIL), covering "Olive oil" in Class 29