

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM437993

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900415581		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ATM Productions L.L.C.		12/01/2016	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	What Should We Do LLC		
Street Address:	1501 Broadway		
Internal Address:	Suite 1301		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5073440	WHAT SHOULD WE DO	
Registration Number:	5061097	WHAT SHOULD WE DO?	
CORRESPONDENCE DATA			
Fax Number:	2123028181		
<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:	2123593022		
Email:	rharris@lazhar.com		
Correspondent Name:	Robert Harris		
Address Line 1:	Lazarus & Harris LLP, 561 Seventh Avenue		
Address Line 4:	New York, NEW YORK 10018		
NAME OF SUBMITTER:	Robert C Harris		
SIGNATURE:	/rch/		
DATE SIGNED:	08/04/2017		
Total Attachments: 1			
source=LH040151#page1.tif			

ASSIGNMENT

WHEREAS, ATM Productions L.L.C., a New York limited liability company (hereinafter "Assignor"), is the owner of the trademarks WHAT SHOULD WE DO and WHAT SHOULD WE DO DESIGN, which are registered in the United States Patent and Trademark Office as Registration Nos. 5,073,440 dated November 1, 2016 and 5,061,097 dated October 11, 2016.

WHEREAS, What Should We Do LLC, a Delaware limited liability company, whose address is 1501 Broadway, Suite 1301, New York, NY, 10036 (hereinafter "Assignee"), is desirous of acquiring said marks and the above-referenced registrations, together with the good will symbolized by said marks.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby irrevocably assign unto Assignee, its successors and assigns, all rights, title and interest throughout the universe and in perpetuity in and to the trademarks WHAT SHOULD WE DO and WHAT SHOULD WE DO DESIGN, together with the good will of the business symbolized by the said marks, and Registration Nos. 5,073,440 and 5,061,097 for WHAT SHOULD WE DO and WHAT SHOULD WE DO DESIGN, as well as all other rights of the Assignor in and to the business symbolized by the said marks, including but not limited to copyright.

IN WITNESS WHEREOF, the undersigned Assignor has hereunto set its hand as of December 1, 2016.

ATM PRODUCTIONS L.L.C.

By: 
Arielle Tepper, Managing Member

LH040141