

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457090

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Licensing IP International S.à.r.l. | | 01/05/2018 | Limited Liability Company: LUXEMBOURG |
| RECEIVING PARTY DATA | | | |
| Name: | MG IP S.À R.L. | | |
| Street Address: | 32 boulevard Royal | | |
| City: | Luxembourg | | |
| State/Country: | LUXEMBOURG | | |
| Postal Code: | L-2449 | | |
| Entity Type: | Corporation: LUXEMBOURG | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87307837 | BOYS FIRST TIME | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3102318311 | | |
| <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: | (310) 312-3750 | | |
| Email: | Trademark@msk.com | | |
| Correspondent Name: | S.Bevin/Mitchell Silberberg & Knupp LLP | | |
| Address Line 1: | 11377 West Olympic Boulevard | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90064-1683 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Evan M. Kent/Mitchell Silberberg & Knupp | | |
| Address Line 1: | 11377 West Olympic Boulevard | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90064-1683 | | |
| NAME OF SUBMITTER: | Evan M. Kent | | |
| SIGNATURE: | /EMK012362/ | | |
| DATE SIGNED: | 01/05/2018 | | |
| Total Attachments: 1 | | | |

OP \$40.00 87307837

ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, LICENSING IP INTERNATIONAL S.À.R.L., a Luxembourg Limited Liability Company having its office at 32 boulevard Royal, Luxembourg L-2449, Luxembourg, has intended to use the following trademark in commerce and has filed an application, now assigned as set forth below, indicating that intention, but has not yet filed an allegation of use under §§ 1(c) or 1(d) of The Trademark Act, and:

WHEREAS, applicant is assigning the mark set forth below as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060

| TRADEMARK | APPLN. NO. | DATE OF FILING |
|-----------------|------------|------------------|
| BOYS FIRST TIME | 87307837 | January 19, 2017 |

WHEREAS, MG IP S.À.R.L., a Luxembourg corporation having its office at 32 boulevard Royal, Luxembourg L-2449, Luxembourg, the successor of the ongoing and existing business [or portion thereof] of LICENSING IP INTERNATIONAL S.À.R.L., to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, LICENSING IP INTERNATIONAL S.À.R.L., does hereby assign to MG IP S.À.R.L., all right, title and interest in and to said trademark and the application in the United States and throughout the world therefore, together with the goodwill of the business in connection with which said trademark will be used and which is symbolized by said trademark, along with the right to recover for damages and profits for past and future infringements thereof.

Assignor hereby covenants with assignee that it is the lawful owner of the rights in and to the works and of the above described rights relating thereto and that it has good right to sell and transfer the same to assignee.

This Document may be signed in counterparts.

LICENSING IP INTERNATIONAL S.À.R.L.

MG IP S.À.R.L.

Signed at Luxembourg, this
5th day of January, 2018.

Signed at Luxembourg, this
5th day of January, 2018.

Name: Andreas Andreou

Name: Andreas Andreou

Signature: [Signature]

Signature: [Signature]

Title: Class A Manager

Title: Class A Manager