

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM489128

<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>
Stay in Your Lane Holdings, LLC		08/30/2018	<del>XXXXXX</del> : DELAWARE Limited Liability Company
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	IP BISC LLC		
<b>Street Address:</b>	105 West 28th Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87648687	FEROCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	212-465-6357		
<b>Email:</b>	trademarks@msg.com		
<b>Correspondent Name:</b>	Michelle B Lee		
<b>Address Line 1:</b>	Two Pennsylvania Plaza		
<b>Address Line 4:</b>	New York, NEW YORK 10121		
<b>NAME OF SUBMITTER:</b>	Michelle B. Lee, Authorized Attorney		
<b>SIGNATURE:</b>	/Michelle Lee/		
<b>DATE SIGNED:</b>	09/07/2018		
<b>Total Attachments: 1</b>			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of 8/30/18 from Stay In Your Lane Holdings, LLC, a Delaware Limited Liability Company, having an office is at 1350 Avenue of the Americas, Suite 710, New York, NEW YORK UNITED STATES 10019 (the "Assignor"), to IP BISC LLC, a Delaware Limited Liability Company, having an office at 105 W 28th St, New York, NY 10001 (the "Assignee").

WHEREAS, Assignor is the proprietor and beneficial owner of U.S. Trademark Application No. 87/648,687 (the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring said Trademark and any underlying trademark registration or application therefor; and

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee the Trademark in U.S. Trademark Application No. 87/648,687, together with the goodwill of the business symbolized by the trademark. This Application is being assigned as part of the entire business or portion thereof to which the mark pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060.

IN WITNESS WHEREOF, the Assignor and Assignee have caused this Assignment to be duly executed and delivered as of the date indicated above.

ASSIGNOR:  
Stay In Your Lane Holdings, LLC

ASSIGNEE  
IP BISC LLC

By:   
Name: Noah Tepperberg  
Title: Co-President

By:   
Name: Noah Tepperberg  
Title: Authorized Signatory