

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM509833

|   |  |                       |  |
|---|--|-----------------------|--|
| <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>                       |
| Hard Events LLC   |  | 02/12/2019            | Limited Liability Company:<br>CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>   |  |                       |  |
| <b>Name:</b>  | Insomniac Holdings, LLC                            |                       |  |
| <b>Street Address:</b>  | 9441 West Olympic Blvd.                            |                       |  |
| <b>City:</b>  | Beverly Hills                                      |                       |  |
| <b>State/Country:</b>   | CALIFORNIA   |                       |  |
| <b>Postal Code:</b>   | 90212  |                       |  |
| <b>Entity Type:</b>   | Limited Liability Company: DELAWARE                |                       |  |
| <b>PROPERTY NUMBERS Total: 6</b>  |  |                       |  |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |  |
| <b>Registration Number:</b>   | 4063455  | HARD SUMMER           |  |
| <b>Registration Number:</b>   | 3973823  | HARD PRESENTS         |  |
| <b>Registration Number:</b>   | 3856204  | HARDFEST RADIO        |  |
| <b>Registration Number:</b>   | 4067312  | HARD                  |  |
| <b>Registration Number:</b>   | 3589921  | HARD                  |  |
| <b>Serial Number:</b>   | 87497279   | HARDFEST              |  |
| <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>   | (310) 975-6891                                     |                       |  |
| <b>Email:</b>   | trademarks@livenation.com                          |                       |  |
| <b>Correspondent Name:</b>  | Ellie Schwimmer                                    |                       |  |
| <b>Address Line 1:</b>  | 9348 Civic Center Drive                            |                       |  |
| <b>Address Line 4:</b>  | Beverly Hills, CALIFORNIA 90210                    |                       |  |
| <b>NAME OF SUBMITTER:</b>   | Ellie Schwimmer                                    |                       |  |
| <b>SIGNATURE:</b>   | /ES/   |                       |  |
| <b>DATE SIGNED:</b>   | 02/12/2019   |                       |  |

CH \$165.00 4063455

**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is made and entered into and shall be effective as of February 12, 2019 ("Effective Date") by and between HARD EVENTS LLC, a California limited liability company ("Assignor"), and INSOMNIAC HOLDINGS, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor owns all trademark rights in the marks identified in Exhibit A as well as the federal applications and registrations identified therein (collectively "Trademarks");

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the Trademarks pursuant to the terms of this Assignment.

NOW, THEREFORE, in consideration of mutual promises contained herein and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all right, title and interest Assignor had or may have in and to the Trademarks, together with the goodwill associated therewith, and with the right to recover for damages and profits and all other remedies for past, present and future infringements thereof. Assignor further agrees to execute and deliver to Assignee, its successors and assigns, such other and further assignments, instruments and documents as Assignee reasonably may request from time to time for the purpose of establishing, registering, evidencing, enforcing or defending Assignee's ownership of all rights, titles and interest of every kind and nature whatsoever in and to the Trademarks.

IN WITNESS WHEREOF, the parties hereto have each caused this Assignment to be executed as follows:

ASSIGNOR:

HARD EVENTS LLC

By: 

Michael Rowles  
EVP, General Counsel and Secretary

ASSIGNEE:

INSOMNIAC HOLDINGS, LLC

By: 

Ian Humphrey  
Senior Counsel

EXHIBIT A

| Trademark   | Country                     | Class                | Application Number /<br>Application Date | Registration Number /<br>Registration Date |
|---|-----------------------------|----------------------|--|--|
| HARD  | Australia                   | 41                   | 1454030<br>October 17, 2011              | 1454030<br>October 17, 2011                |
|    | Brazil                      | 9                    | 913992054<br>January 8, 2018             |  |
|    | Brazil                      | 16                   | 913992402<br>January 8, 2018             |  |
|    | Brazil                      | 25                   | 913992500<br>January 8, 2018             |  |
|    | Brazil                      | 35                   | 913992585<br>January 8, 2018             |  |
|    | Brazil                      | 41                   | 913992666<br>January 8, 2018             |  |
| HARD  | Canada                      | 41                   | 1556812<br>December 16, 2011             | TMA867810<br>December 20, 2013             |
| HARD  | Colombia                    | 9, 16, 25,<br>35, 41 | SD2018/0001167<br>January 7, 2018        |  |
| HARD  | EUTM                        | 9, 25, 41            | 10398386<br>October 24, 2011             | 10398386<br>March 27, 2012                 |
| HARD  | Japan                       | 41                   | 2015-035373<br>April 13, 2015            | 5799785<br>October 16, 2015                |
| HARD  | Mexico                      | 41                   | 1598138<br>April 10, 2015                |  |
| HARD  | New Zealand                 | 41                   | 1017294<br>April 8, 2015                 | 1017294<br>April 8, 2015                   |
|  | Peru                        | 9, 16, 25,<br>35, 41 | 733303-2018<br>January 5, 2018           | 20203<br>April 24, 2018                    |
| HARD  | Thailand                    | 9, 16, 35, 41        | 170143177<br>December 12, 2017           |  |
|  | Taiwan                      | 9                    | 106080568<br>December 19, 2017           | 01931815<br>August 16, 2018                |
|  | Taiwan                      | 16                   | 106080570<br>December 19, 2017           | 01938755<br>September 16, 2018             |
|  | Taiwan                      | 25                   | 106080572<br>December 19, 2017           | 01932523<br>August 16, 2018                |
|  | Taiwan                      | 35                   | 106080573<br>December 19, 2017           | 01942787<br>October 1, 2018                |
|  | Taiwan                      | 41                   | 106080775<br>December 19, 2017           | 01943262<br>October 1, 2018                |
| HARD SUMMER   | United States of<br>America | 25, 41               | 85336425<br>June 2, 2011                 | 4063455<br>November 29, 2011               |
| HARD PRESENTS   | United States of<br>America | 41                   | 85148617<br>October 8, 2010              | 3973823<br>June 7, 2011                    |
| HARDFEST RADIO  | United States of<br>America | 41                   | 77937712<br>February 17, 2010            | 3856204<br>October 5, 2010                 |
|  | United States of<br>America | 25, 41               | 85353457<br>June 22, 2011                | 4067312<br>December 6, 2011                |
| HARD  | United States of<br>America | 41                   | 77372557<br>January 15, 2008             | 3589921<br>March 17, 2009                  |
| HARDFEST  | United States of<br>America | 41                   | 87497279<br>June 20, 2017                |  |

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