

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM523067

<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>
GP Global Limited		05/10/2019	Corporation: UNITED ARAB EMIRATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MVP Plush LLC		
<b>Street Address:</b>	126 Seven Farms Drive		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Charleston		
<b>State/Country:</b>	SOUTH CAROLINA		
<b>Postal Code:</b>	29492		
<b>Entity Type:</b>	Limited Liability Company: SOUTH CAROLINA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4343799	GOOFBALLZ	
<b>Registration Number:</b>	4167310	GENUINE MONKEEZ & FRIENDS	
<b>Registration Number:</b>	4167311	GENUINE MONKEEZ & FRIENDS	
<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>	303-333-4696		
<b>Email:</b>	info@tamarapester.com		
<b>Correspondent Name:</b>	Tamara Pester		
<b>Address Line 1:</b>	PO Box 6601		
<b>Address Line 4:</b>	Denver, COLORADO 80206		
<b>NAME OF SUBMITTER:</b>	Attorney for Assignee, Colorado bar memb		
<b>SIGNATURE:</b>	/Tamara Pester/		
<b>DATE SIGNED:</b>	05/10/2019		
<b>Total Attachments: 1</b>			
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## TRADEMARK ASSIGNMENT

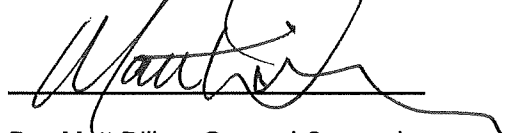
This Trademark Assignment is made by GP Global Limited, a UNITED ARAB EMIRATES corporation with offices at 1031 Le Grand Blvd., Charleston, SC 29492 ("Assignor"), for the benefit of MVP Plush LLC, a South Carolina Company with offices at 126 Seven Farms Drive, Suite 100, Charleston, SC 29492 ("Assignee").

For valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee, its successors and assigns, the entire right, title and interest of Assignor in and to the following (collectively referred to as the "Assigned Marks"):

- (a) U.S. Trademark Registration No. 4343799 for GOOFBALLZ;
- (b) U.S. Trademark Registration No. 4167310 for GENUINE MONKEEZ & FRIENDS;  
and
- (c) U.S. Trademark Registration No. 4167311 for GENUINE MONKEEZ & FRIENDS & Design
- (d) All applications and registrations relating there to the goodwill of the business symbolized by and associated with the Assigned Marks, including, without limitation, the exclusive rights to
  - i. apply for and maintain all registrations, renewals and/or extensions thereof;
  - ii. bring actions and recover damages for infringement hereafter arising; and
  - iii. grant licenses or other interests therein;
- (e) all income, royalties, damages, claims and payments hereafter due or payable with respect to any of the foregoing; and
- (f) all causes of action, either in law or in equity, hereafter arising for infringement of any of the foregoing.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be duly authorized and executed effective as of this 10<sup>th</sup> day of May, 2019

ASSIGNOR: GP Global Limited



By: Matt Dillon, General Counsel