

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM530893

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	U.S. Trademark Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jack in the Box Inc.		07/08/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Different Rules, LLC		
Street Address:	9330 Balboa Avenue		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92123		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 31			
Property Type	Number	Word Mark	
Registration Number:	5699427	PANNIDOS	
Registration Number:	5294987	BUTTERY JACK	
Registration Number:	5201610	BRUNCHFAST	
Registration Number:	5012940	HOME OF BREAKFAST SERVED ALL DAY	
Registration Number:	5011928	HOME OF BREAKFAST SERVED ALL DAY	
Registration Number:	4996612	DOUBLE JACK	
Registration Number:	4571153	JACK'S MUNCHIE MEAL	
Registration Number:	5191487	MONSTER TACO	
Registration Number:	4240504	BONUS JACK	
Registration Number:	4276035	JACK	
Registration Number:	3783515	JACK IN THE BOX	
Registration Number:	3701423	JACK IN THE BOX	
Registration Number:	3158307	JACK CA\$H	
Registration Number:	2979861		
Registration Number:	3585063	JACK'S GEAR	
Registration Number:	2496050	EXTREME SAUSAGE	
Registration Number:	2355424	WE DON'T MAKE IT 'TIL YOU ORDER IT	
Registration Number:	2305980		
Registration Number:	2294341	JACK'S SPICY CHICKEN	

CH \$790.00 5699427

Property Type	Number	Word Mark
Registration Number:	2258516	
Registration Number:	2202037	SOURDOUGH JACK
Registration Number:	2099851	
Registration Number:	1957318	JACK IN THE BOX
Registration Number:	1806576	JACK IN THE BOX
Registration Number:	1139000	JACK
Registration Number:	1024777	BREAKFAST JACK
Registration Number:	1016137	JUMBO JACK
Registration Number:	0841334	JACK IN THE BOX
Registration Number:	0722380	JACK IN THE BOX
Serial Number:	88254357	
Serial Number:	88235923	

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 212-819-2655

Email: iprecordations@whitecase.com

Correspondent Name: Peter Giovine/White & Case LLP

Address Line 1: 1221 Avenue of the Americas

Address Line 4: New York, NEW YORK 10020

ATTORNEY DOCKET NUMBER: 1155272- 0003-BC15

NAME OF SUBMITTER: Peter Giovine

SIGNATURE: /Peter Giovine/

DATE SIGNED: 07/08/2019

Total Attachments: 5

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U.S. TRADEMARK ASSIGNMENT

This U.S. TRADEMARK ASSIGNMENT (“Assignment”), effective as of the 8th day of July, 2019, is made and entered into by and between Jack in the Box Inc., a Delaware corporation (“Assignor”) and Different Rules, LLC, a Delaware limited liability company (“Assignee”). Assignor and Assignee are referred to individually as a “Party” and collectively as the “Parties”.

WHEREAS, Assignor is the record owner of the United States trademark registrations and trademark applications identified in the attached Schedule A (the “Trademarks”);

WHEREAS, pursuant to that certain Contribution Agreement by and between the Parties dated as of the date hereof, Assignor has assigned to Assignee all rights, title, and interests in and to the Trademarks, and the Parties wish to record such assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignor hereby assigns and transfers to Assignee, its successors and permitted assigns, and Assignee hereby accepts and receives, all of Assignor’s entire rights, title, and interests in, to and under the Trademarks, including, without limitation, (a) the goodwill of the business symbolized by and associated with the Trademarks; and (b) any and all legal actions and rights and remedies at law or in equity for past, present, or future infringements, dilutions, or other violations of the Trademarks, including without limitation the right to sue for, collect, and retain all damages, profits, proceeds, and all other remedies associated therewith.
2. Assignor hereby authorizes and requests the United States Patent and Trademark Office to record Assignee as the assignee and owner of the Trademarks.
3. This Assignment will be binding upon and enforceable against Assignor and Assignor’s respective successors and assigns and will inure to the benefit of and be enforceable by Assignee and its successors and assigns.
4. This Assignment will be governed by, and construed and enforced in accordance with, the substantive laws of the State of New York, without regard to its principles of conflicts of laws. This Assignment may not be supplemented, altered, or modified in any manner except by a writing signed by both Parties.
5. This Assignment may be executed in any number of counterparts, and by the Parties in separate counterparts, each of which will be deemed an original for all purposes and all of which together will constitute one and the same instrument.

[Signature Pages Follow]

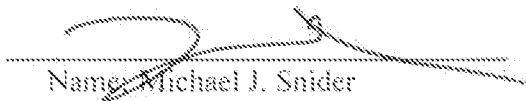
IN WITNESS WHEREOF, the Parties have caused this Assignment to be duly executed and delivered as of the date first written above.

ASSIGNOR:
JACK IN THE BOX INC.,
a Delaware corporation



By: 
Name: Michael J. Snider
Title: Assistant Secretary






ASSIGNEE:

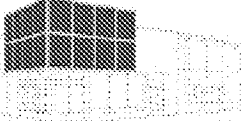
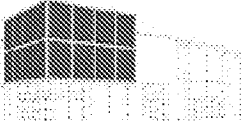
DIFFERENT RULES, LLC,
a Delaware limited liability company

By: 
Name: Michael J. Snider
Title: Assistant Secretary

Schedule A

Mark	U.S. Trademark App. No.	U.S. Trademark Reg. No.
PANNIDOS	88065008	5699427
BUTTERY JACK	87322906	5294987
BRUNCHFAST	87050735	5201610
HOME OF BREAKFAST SERVED ALL DAY 	86863371	5012940
HOME OF BREAKFAST SERVED ALL DAY 	86831015	5011928
DOUBLE JACK	86805463	4996612
JACK'S MUNCHIE MEAL	86067945	4571153
MONSTER TACO	86019729	5191487
BONUS JACK	85429922	4240504
JACK 	77710058	4276035
JACK IN THE BOX 	77710074	3783515
JACK IN THE BOX 	77710086	3701423
JACK CASH	78758233	3158307

Mark	U.S. Trademark App. No.	U.S. Trademark Reg. No.
	78374703	2979861
JACK'S GEAR	76169397	3585063
EXTREME SAUSAGE	76100658	2496050
WE DON'T MAKE IT 'TIL YOU ORDER IT	75809223	2355424
	75574135	2305980
JACK'S SPICY CHICKEN	75538644	2294341
	75304387	2258516
SOURDOUGH JACK	75225126	2202037
	74651928	2099851
JACK IN THE BOX	74576248	1957318
JACK IN THE BOX 	74352406	1806576
JACK	73144741	1139000
BREAKFAST JACK	73030067	1024777
JUMBO JACK	72408512	1016137
JACK IN THE BOX	72268652	0841334
JACK IN THE BOX	72103015	0722380

Mark	U.S. Trademark App. No.	U.S. Trademark Reg. No.
<p data-bbox="203 289 771 321">8x8 Purple Corrugated Panels (Trade Dress)</p> 	<p data-bbox="950 289 1096 321">88/254,357</p>	
<p data-bbox="203 535 738 567">8x8 Red Corrugated Panels (Trade Dress)</p> 	<p data-bbox="950 535 1096 567">88/235,923</p>	