

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM535216

<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>
James Dean		08/02/2019	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pete the Cat, LLC		
<b>Street Address:</b>	330 East 48th Street		
<b>City:</b>	Savannah		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	31405		
<b>Entity Type:</b>	Corporation: GEORGIA Limited Liability Company: GEORGIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4903976	PETE THE CAT	
<b>Registration Number:</b>	3820216	PETE THE CAT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4043659532		
<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>	4042337000		
<b>Email:</b>	mmccaskill@mmmlaw.com		
<b>Correspondent Name:</b>	Daniel E. Sineway		
<b>Address Line 1:</b>	3343 Peachtree Road NE		
<b>Address Line 2:</b>	1600 Atlanta Financial Center		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30326		
<b>ATTORNEY DOCKET NUMBER:</b>	32806-131605		
<b>NAME OF SUBMITTER:</b>	Montrell McCaskill		
<b>SIGNATURE:</b>	/Montrell McCaskill/		
<b>DATE SIGNED:</b>	08/05/2019		
<b>Total Attachments: 3</b>			
source=Pete the Cat Assignment#page1.tif			
source=Pete the Cat Assignment#page2.tif			
source=Pete the Cat Assignment#page3.tif			

CH \$65.00 4903976

## INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "Assignment") is entered into on this 20 day of August, 2019 (the "Effective Date"), by and between James Dean, an individual (the "Assignor"), and Pete the Cat, LLC, a limited liability company organized in Georgia (the "Assignee").

WHEREAS, Assignor is the founder and primary owner of Assignee, and in connection with consolidating the ownership of certain intellectual property relating to the Pete the Cat book series, the parties wish to transfer the trademark registrations identified in Schedule A attached herein (the "Assigned IP"), and the goodwill relating thereto, to Assignee; and

WHEREAS, the parties accordingly wish to execute this recordable instrument, assigning all of Assignor's right, title and interest in and to the Assigned IP to Assignee;

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, the parties hereby agree as follows:

1. Assignment. The Assignor hereby irrevocably sells, assigns, transfers, conveys, and delivers to the Assignee and its successors and assigns all of the Assignor's right, title and interest in and to the Assigned IP, including the following assignments:

(a) The Assignor hereby assigns, transfers and delivers to the Assignee, all of the Assignor's right, title and interest in and to any and all trademark rights related to the Assigned IP, including but not limited to the trademark registrations listed in Schedule A, and including all state and common law rights and rights in foreign jurisdictions, together with the goodwill of the business symbolized by the trademark rights related to the Assigned IP, and the registrations and applications therefor, including all damages and profits, due or accrued, arising out of past infringements of said trademark rights, and the right to sue for and recover the same, free and clear of all liens, claims, security interests and other encumbrances.

2. Cooperation and Recordation. The Assignor hereby agrees to cooperate with the Assignee as reasonably necessary to give full effect to and perfect the rights of the Assignee in the Assigned IP, and the Assignor agrees to execute and deliver all documents and to take all such other actions as the Assignee or its respective successors or assigns, may reasonably request to effect the terms of this Assignment and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment, including, without limitation, cooperating with the Assignee to perfect the transfer of the Assigned IP hereunder and, if appropriate, to assure that the transfer of the Assigned IP is properly recorded at any appropriate administrative agency or registry, including, but not limited to, the United States Patent and Trademark Office, all at the Assignee's sole expense.

3. Maintenance. The Assignor has and shall instruct their attorneys and agents who maintain and prosecute the Assigned IP to, at the cost and expense of Assignee, take all necessary actions required by the appropriate administrative agency or registry and take all other necessary

actions to keep the Assigned IP in force and in effect in the interim until the Assignee takes full control over the prosecution and maintenance of the Assigned IP.

4. Miscellaneous.

(a) This Assignment, and all claims relating to or arising out of the relationship of the parties hereto with respect to the subject matter hereof, shall be governed by, construed under and interpreted in accordance with the laws of the State of Georgia, without giving effect to the principles of conflict of laws thereof that would require the application of any other law.

(b) This Assignment shall be binding upon and inure solely to the benefit of each party hereto and their respective successors and permitted assigns, and nothing in this Assignment, express or implied, is intended to confer upon any other person any rights or remedies of any nature whatsoever under or by reason of this Assignment.

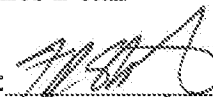
(c) This Assignment may be executed in counterparts, each of which when so executed and delivered shall be deemed an original, but all of which together shall constitute one and the same instrument.

(d) No amendment of any provision of this Assignment shall be effective, unless the same shall be in writing and signed by the Assignor, on the one hand, and the Assignee, on the other hand. Any failure of any party to comply with any obligation, agreement or condition hereunder may only be waived in writing by the other party, but such waiver shall not operate as a waiver of, or estoppel with respect to, any subsequent or other failure. No failure by any party to take any action with respect to any breach of this Assignment or default by another party shall constitute a waiver of such party's right to enforce any provision hereof or to take any such action.

(e) In case any term, provision, covenant or restriction contained in this Assignment is held to be invalid, illegal or unenforceable in any jurisdiction, the validity, legality and enforceability of the remaining terms, provisions, covenants or restrictions contained herein, and of such term, provision, covenant or restriction in any other jurisdiction, shall not in any way be affected or impaired thereby.

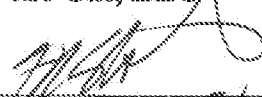
IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and delivered as of the Effective Date:

ASSIGNOR:  
James Dean


By:   
Name: James Dean  
Title: Agent and Attorney in Fact for James Dean

ASSIGNEE:

Pete the Cat, LLC

By:   
Name: Fred S. Statkin  
Title: Agent & Attorney in Fact for Pete the Cat LLC

**SCHEDULE A**

MARK	SERIAL / REG. NO.	FILING / REGISTRATION DATE	JURISDICTION
PETE THE CAT	86/541,180 / 4,903,976	February 20, 2015 / February 23, 2016	U.S.
	77/651,987 / 3,820,216	January 19, 2009 / July 20, 2010	U.S.