

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM536964

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bar Method Media, Inc.		03/20/2019	Corporation:
RECEIVING PARTY DATA			
Name:	Bar Method Franchising, Inc.		
Street Address:	3333 Fillmore St.		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94123		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3361568	THE BAR METHOD	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	8165279442		
Email:	mit@kennyhertzperry.com		
Correspondent Name:	Mit Winter		
Address Line 1:	2000 Shawnee Mission Parkway		
Address Line 2:	Suite 210		
Address Line 4:	Mission Woods, KANSAS 66205		
NAME OF SUBMITTER:	Mit Winter		
SIGNATURE:	/mit winter/		
DATE SIGNED:	08/16/2019		
Total Attachments: 2			
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OP \$40.00 3361568

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT AGREEMENT, effective as of this 20 day of March, 2019, is made by and between Bar Method Media, Inc., a California corporation (“**Assignor**”) and Bar Method Franchising, Inc., a California corporation (“**Assignee**”).

WHEREAS, Assignor is the owner of the following registered trademarks, each in the Patent and Trademark Office of the relevant country and the goodwill of the business symbolized thereby and associated therewith, (the following referred to as the “**Marks**”):

1. United States Registration No. 3,361,568 for “THE BAR METHOD”
2. United States Registration No. 4,281,521 for “THE BAR METHOD & Design”
3. United States Registration No. 4,431,143 for “BAR & Design”
4. United States Registration No. 4,575,293 for “BAR MOVE”
5. Australia Registration No. 1479877 for “THE BAR METHOD & Design”
6. Australia Registration No. 1479878 for “THE BAR METHOD”
7. New Zealand Registration No. 955321 for “THE BAR METHOD”
8. New Zealand Registration No. 955322 for “THE BAR METHOD & Design”
9. Hong Kong Registration No. 302187522 for “THE BAR METHOD”
10. Hong Kong Registration No. 302187531 for “THE BAR METHOD & Design”
11. India Registration No. 2300115 for “THE BAR METHOD”
12. India Registration No. 2300114 for “THE BAR METHOD & Design”
13. Philippines Registration No. 4-2012-3251 for “THE BAR METHOD”
14. Philippines Registration No. 4-2012-3252 for “THE BAR METHOD & Design”

WHEREAS, Assignee is desirous of acquiring the Marks, and of recording its status as owner of the entire right, title and interest in and to the Marks;

NOW, THEREFORE, for the good and valuable consideration as set forth in a separate agreement between the parties, receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor does hereby assign, transfer and convey to Assignee all its right, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby, together with all applications and/or registration thereof, together with a right to sue for and collect on all claims for damages by reason of past, present or future infringement of said Marks.

2. Assignee hereby assumes all liabilities and obligations in connection with the assignment described in Paragraph (1) hereof, except as otherwise agreed in writing.

3. Assignor agrees to take whatever further action is deemed necessary or appropriate by Assignee to properly and fully effect and perfect the transfer to Assignee of the Marks, to establish full custody of the Marks by Assignee, to set forth and establish the chain of title to the Marks, and to set forth and establish the first use of the Marks. For example, without limitation, Assignor agrees to execute assignments to Assignee regarding the Marks as may be required in proceedings throughout the world.

4. This Assignment Agreement shall be governed by the internal laws of the State of California, without reference to its conflicts of law principles.

IN WITNESS WHEREOF, the parties have executed this Agreement by and through their properly authorized signatories effective as of the date indicated above.

ASSIGNOR:

BAR METHOD MEDIA, INC.

DocuSigned by:
Frannie Wong
By: _____
Name: Frannie Wong
Title: Chief Operating Officer

ASSIGNEE:

BAR METHOD FRANCHISING, INC.

DocuSigned by:
Frannie Wong
By: _____
Name: Frannie Wong
Title: Chief Operating Officer