

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM562250

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Motive Entertainment, Inc.		05/27/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Motive Marketing, Inc.		
Street Address:	1012 Candlecrest Drive		
City:	Westlake Village		
State/Country:	CALIFORNIA		
Postal Code:	91362		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3720561	MOTIVE ENTERTAINMENT	
Registration Number:	3741546	MOTIVE	
Registration Number:	3769720	MOTIVE MARKETING	
Registration Number:	3769719	MOTIVE	
CORRESPONDENCE DATA			
Fax Number:	8058801566		
<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:	805-409-0530		
Email:	tamara@tamaraharper.com		
Correspondent Name:	Tamara L. Harper		
Address Line 1:	141 Duesenberg Drive Suite 7B		
Address Line 4:	Westlake Village, CALIFORNIA 91362		
NAME OF SUBMITTER:	Tamara L. Harper		
SIGNATURE:	/Tamara L. Harper/		
DATE SIGNED:	02/14/2020		
Total Attachments: 6			
source=MOTIVE ASSIGNMENT_executed#page1.tif			
source=MOTIVE ASSIGNMENT_executed#page2.tif			
source=MOTIVE ASSIGNMENT_executed#page3.tif			

OP \$115.00 3720561

source=MOTIVE ASSIGNMENT_executed#page4.tif

source=MOTIVE ASSIGNMENT_executed#page5.tif

source=MOTIVE ASSIGNMENT_executed#page6.tif

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is made and entered on May 27, 2016, by and between Motive Entertainment, Inc. ("Assignor") and Motive Marketing, Inc. ("Assignees") (collectively referred to as the "Parties").

Whereas, Assignor is the owner of the trademark(s) as described in Exhibit "A" attached hereto and incorporated by reference herein (the "Marks"); and

Whereas, Assignor wishes to assign its rights in the Marks to Assignees.

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

1. ASSIGNMENT: Assignor hereby assigns, sells and transfers to Assignees all of its rights, title and interest in and to the Marks, including, but not limited to: (i) all registration rights with respect to the Marks, (ii) any rights to prepare derivative marks, (iii) any goodwill related to the Marks, and (iv) all income, royalties or claims relating to the Marks due or payable on or after the date of this Assignment.

2. ASSIGNOR'S REPRESENTATIONS: Assignor represents and warrants (i) that Assignor is the exclusive owner of the Marks, (ii) that Assignor possesses all rights, title and interest in and to the Marks, (iii) that Assignor has the power to enter into this Assignment, (iv) that the Marks do not infringe on the rights of any other person or entity, and (v) that the rights transferred in this Assignment are free of any lien, encumbrance or adverse claim.

3. CONTINUING OBLIGATIONS: Assignor agrees to assist Assignees, upon request, by taking any reasonable action that may be necessary for the perfecting, securing and completing of this Assignment.

4. BINDING EFFECT: The covenants and conditions contained in this Assignment shall apply to and bind the Parties and their heirs, legal representatives, successors and permitted assigns.

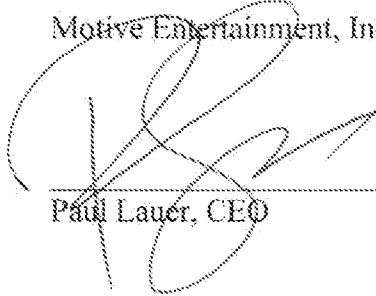
5. GOVERNING LAW: This Assignment shall be governed by and construed in accordance with the laws of the State of California.

[Remainder of this page intentionally left blank]

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed the day and year first above written.

ASSIGNOR:

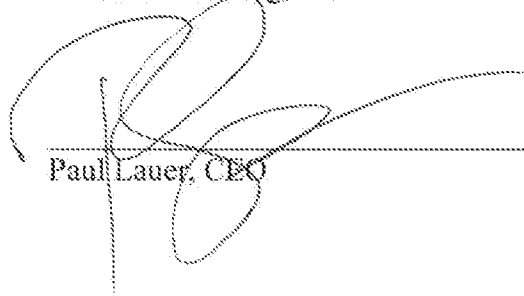
Motive Entertainment, Inc.



Paul Lauer, CEO

ASSIGNEES:

Motive Marketing, Inc.



Paul Lauer, CEO

EXHIBIT A

DESCRIPTION OF MARKS

<u>MARK</u>	<u>SERIAL NO.</u>	<u>CLASS</u>	<u>DESCRIPTION</u>
MOTIVE ENTERTAINMENT	USPTO Reg. No. 3,720,561	Class 041	Film Distribution
MOTIVE	USPTO Reg. No. 3,741,546	Class 041	Film Distribution
MOTIVE MARKETING	USPTO Reg. No. 3,769,720	Class 035	Providing film advertising, marketing, promotional, business consultation and product merchandising services, namely, film marketing and business plans, market research, publicity and advertising, grass roots marketing for others, promotional screenings and arranging and conducting marketing promotional events for others, public relations, video/DVD retail relations, namely, placement and promotional services, telemarketing, direct mail, direct response, dissemination of advertisements and of advertising material, namely, flyers, posters, post cards, direct mail, coupons, discussion guides, press kits, complete production information, namely, pre-production, production and post production materials, electronic distribution of advertising materials for others, namely, videos and movie trailers and screeners, electronic press kits, email and fax blasts, campaigns for others and advertising materials, namely, direct response retail services by means of infomercials

MARK

SERIAL NO.

CLASS

DESCRIPTION

in the field of promotion and marketing of films, electronic commerce services, namely, providing information about film products via telecommunication networks for advertising and sales purposes, ancillary product deals, namely, DVD, book, television and venue marketing products, formula marketing, namely, conducting surveys and creating strategies for promotion of film marketing materials, niche marketing, namely, niche and genre identification for placement of films, market feedback, namely, survey and information for placement of films in corresponding markets for maximum output, and film business consultation and management regarding marketing activities and launching of new products

MOTIVE

USPTO Reg. No. 035
3,769,719

Providing film advertising, marketing, promotional, business consultation and product merchandising services, namely, film marketing and business plans, market research, publicity and advertising, grass roots marketing for others, promotional screenings and arranging and conducting marketing promotional events for others, public relations, video/DVD retail relations, namely, placement and promotional services, telemarketing, direct mail, direct response, dissemination of advertisements and of advertising material, namely, flyers, posters, post cards, direct mail, coupons, discussion guides, press kits,

TRADEMARK

REEL: 006864 FRAME: 0798

MARK

SERIAL NO.

CLASS

DESCRIPTION

complete production information, namely, pre-production, production and post production materials, electronic distribution of advertising materials for others, namely, videos and movie trailers and screeners, electronic press kits, email and fax blasts, campaigns for others and advertising materials, namely, direct response retail services by means of infomercials in the field of promotion and marketing of films, electronic commerce services, namely, providing information about film products via telecommunication networks for advertising and sales purposes, ancillary product deals, namely, DVD, book, television and venue marketing products, formula marketing, namely, conducting surveys and creating strategies for promotion of film marketing materials, niche marketing, namely, niche and genre identification for placement of films, market feedback, namely, survey and information for placement of films in corresponding markets for maximum output, and film business consultation and management regarding marketing activities and launching of new products

TRADEMARK

REEL: 006864 FRAME: 0799

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document, to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
)
County of Los Angeles)

On May 27, 2016, before me, M. Aghaebrabimi, notary public, personally appeared Paul Lauer, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

M. Aghaebrabimi
(Notary Signature)

(Seal)

My commission expires on:

