

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM572594

<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>
CINELEASE, INC.		12/31/2019	Corporation: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HERC BUILD, LLC		
<b>Street Address:</b>	27500 Riverview Center Blvd.		
<b>City:</b>	Bonita Springs		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	34134		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3602022	CINELEASE	
<b>Registration Number:</b>	4415620	CINELEASE	
<b>Registration Number:</b>	4426271	CINELEASE	
<b>Registration Number:</b>	4507234	CINE MINI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122468959		
<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>	2127083460		
<b>Email:</b>	slebson@ladas.com		
<b>Correspondent Name:</b>	Ladas & Parry LLP		
<b>Address Line 1:</b>	1040 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>ATTORNEY DOCKET NUMBER:</b>	A20TMA32707-US		
<b>NAME OF SUBMITTER:</b>	Scott J. Lebson		
<b>SIGNATURE:</b>	/sjl/		
<b>DATE SIGNED:</b>	04/20/2020		
<b>Total Attachments: 2</b>			
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CH \$115.00 3602022



**UNITED STATES OF AMERICA**

**ASSIGNMENT**

WHEREAS, CINELEASE, INC., a corporation organized under the laws of the State of Nevada, United States of America, located at 5375 W. San Fernando Road, Los Angeles, California 90039, United States of America, [hereinafter the "ASSIGNOR"] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

[Set forth on the attached schedule]

AND WHEREAS, HERC BUILD, LLC, a limited liability company organized and existing under the laws the State of Delaware, United States of America, located at 27500 Riverview Center Blvd., Bonita Springs, Florida 34134, United States of America, [hereinafter the "ASSIGNEE"] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 31<sup>st</sup> day of October, 2019.

**CINELEASE, INC.**

By Mark Lamberton  
Name: Mark Lamberton  
Title: President

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 31<sup>st</sup> day of December, 2019.

**HERC BUILD, LLC**

By [Signature]  
Name: Scott Johnson  
Title: Authorized Signatory

**UNITED STATES OF AMERICA**

**SCHEDULE**

<b>CINELEASE</b>	<b>No. 3602022</b>
<b>CINELEASE &amp; Rep of Film Strip in Black Parallelogram</b>	<b>No. 4415620</b>
<b>CINELEASE</b>	<b>No. 4426271</b>
<b>CINE MINI</b>	<b>No. 4507234</b>