

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM574597

<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>
Ralph Edwards Productions		04/01/2020	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ridiculous Marketing and Entertainment		
<b>Street Address:</b>	909 North Central Avenue		
<b>City:</b>	Woodmere		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11598		
<b>Entity Type:</b>	Limited Liability Company: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86912303	TRUTH OR CONSEQUENCES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	trademarks@loeb.com, mhoward@loeb.com		
<b>Correspondent Name:</b>	Melanie J. Howard		
<b>Address Line 1:</b>	10100 Santa Monica Blvd.		
<b>Address Line 2:</b>	Suite 2200		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	232541-00058		
<b>NAME OF SUBMITTER:</b>	Melanie Howard		
<b>SIGNATURE:</b>	/melaniehoward/		
<b>DATE SIGNED:</b>	05/01/2020		
<b>Total Attachments: 5</b>			
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## ASSIGNMENT AGREEMENT

**THIS ASSIGNMENT AGREEMENT** (the “Agreement”) is entered into effective as of April 1, 2020 Ralph Edwards Productions, a California corporation having a place of business at 6922 Hollywood Blvd., Suite 300, Hollywood, California 90028, United States (“Assignor”) and Ridiculous Marketing and Entertainment, LLC, a New York limited liability company, having a place of business at 909 North Central Avenue, Woodmere, NY 11598, United States (“Assignee”).

**WHEREAS**, Assignor is the owner of the Marks set forth on Schedule 1 hereto;

**WHEREAS**, Assignee is the successor to the aforesaid business of Assignor to which the Marks pertain; said business being ongoing and existing.

**NOW THEREFORE**, in consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby grants, transfers and assigns unto Assignee and its transferees, successors and assigns:

a. All right, title and interest in and to the Marks, whether statutory or at common law, , whether or not the same have been registered prior to, on or after the date of this Agreement, and any and all renewals and extensions thereof (or any legal equivalent thereof in a foreign country) for the full term or terms for which the same may be granted, together with the goodwill of the business carried on in connection with, and symbolized by, such Marks.

b. All claims, demands and rights of action, both statutory and based upon common law, that Assignor has or might have by reason of any infringement of the Marks prior to, on or after the date of this Agreement, together with the right to prosecute such claims, demands and rights of action in Assignee’s own name; and

c. Any income, fees, royalties, damages and payments now or hereafter due and/or payable under and with respect to the Marks, including without limitation, the right to recover for past, present or future infringements of the Trademark or unauthorized use and receive the proceeds therefrom.

2. Assignor agrees that Assignor shall do, execute, acknowledge and deliver all acts, agreements, further assignments, instruments, notices and assurances as may be necessary or reasonably requested by Assignee to further effect and evidence the transactions contemplated hereby and as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee, provided that (subject to Assignor’s prior written approval) the out of pocket cost of compliance with this paragraph by Assignor shall be borne by Assignee unless such actions are the result of a breach of this Agreement by Assignor.

3. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective transferees, successors and assigns.

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Agreement to be executed as of the date first written above.

**ASSIGNOR**

**RALPH EDWARDS PRODUCTIONS**

By: *Martin Appel*

Name: MARTIN APPEL

Title: President

**Schedule I to Assignment Agreement**  
**Intellectual Property Assets**  
**Registrations**

<b>Trademark</b>	<b>Owner</b>	<b>Country</b>	<b>Registration No.</b>	<b>Goods/Services</b>
TRUTH OR CONSEQUENCES	Ralph Edwards Productions (California) 6922 Hollywood Boulevard, Hollywood, California, United States of America, United States of America	United Kingdom	2207514	(IC 41) Production and distribution of television programmes; television show.
TRUTH OR CONSEQUENCES	Ralph Edwards Productions (California) 6922 Hollywood Boulevard, Hollywood, California, United States of America, United States of America	United Kingdom	2176060	(IC 09) Cinematographic films; animated cartoons; film strips; movies; magnetic recordings; optical recordings; magneto-optical recordings; solid-state recordings; apparatus and instruments for recording and/or reproducing sound and/or video and/or data and/or information; amusement apparatus adapted for use with television receivers; video discs; televisions; computers; digital video discs (DVD); laser discs; electronic books and publications; audio books; photocopying machines; electronic games; games adapted for use with television receivers; electrical and video amusement apparatus and instruments; computer game cartridges, programs and tapes; pre-recorded disks; computer programs; software; recording disks; compact discs; compact disc read only memories; gramophone records; audio tapes; tape cassettes; video tapes; head cleaning tapes; spectacles; spectacle frames; spectacle cases; sunglasses; cases

			<p>for sunglasses; frames for photographic transparencies; parts and fittings for all of the aforesaid goods.</p> <p>(IC 38) Broadcasting; television broadcasting; radio broadcasting; satellite television broadcasting; cable television broadcasting; communications by telephone; interactive telephone services; communication services by means of radio waves, telephones, the Internet, the worldwide web, cable, satellite, microwaves and the electricity grid.</p> <p>(IC 41) Remotely provided entertainment services; production and presentation of radio and television programmes, films and shows; entertainment by or relating to television and radio; organization of competitions (education or entertainment); interactive telephone conversations; publishing; production of cinematographic films; provision of education and entertainment by means of radio, television, satellite, cable, telephone, electricity grid, microwave, the worldwide web and the Internet; organization of shows; rental of sound recordings and of pre-recorded shows, films, radio and television performances; production of video tapes and video discs; radio entertainment; television entertainment; cinema entertainment; theatre entertainment; game shows.</p>
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**Applications**

<b>Trademark</b>	<b>Owner</b>	<b>Country</b>	<b>Serial No.</b>	<b>Goods/Services</b>
TRUTH OR CONSEQUENCES	Ralph Edwards Productions CORPORATION CALIFORNIA 6922 Hollywood Blvd., Suite 300 Hollywood CALIFORNIA 90028	United States	86912303	Entertainment services, namely an ongoing series of television programs in the field of game shows

**Common Law Marks**

<b>Trademark</b>	<b>Owner</b>	<b>Country</b>	<b>Goods/Services</b>
TRUTH OR CONSEQUENCES	Ralph Edwards Productions CORPORATION CALIFORNIA 6922 Hollywood Blvd., Suite 300 Hollywood CALIFORNIA 90028	<b>U.S.</b>	Entertainment services, namely an ongoing series of television programs in the field of game shows

**Trade Names, Fictitious Business Names**

**None.**

**Domain Names**

**None.**

**Social Media Usernames/Handles**

**None.**