TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM599660

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jacqueline Jaeger		09/15/2020	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	The Entertainment Industry Foundation
Street Address:	10880 Wilshire Blvd.
Internal Address:	Ste. 1400
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90024
Entity Type:	Non-Profit Corporation: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	88633617	STICK UP TO CANCER

CORRESPONDENCE DATA

Fax Number: 2023448300

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.

Phone: 2023448156
Email: trademarkdocket@venable.com
Correspondent Name: Andrew D. Price
Address Line 1: P.O. Box 34385
Address Line 4: Washington, D.C. 20043-9998

ATTORNEY DOCKET NUMBER:	134235.528281
NAME OF SUBMITTER:	Andrew Weinstein
SIGNATURE:	/andrew weinstein/
DATE SIGNED:	09/25/2020

Total Attachments: 1
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OP $40.00 88633617

Exhibit B

TRADEMARK ASSIGNMENT

WHEREAS, Ms. Jacqueline Jaeger ("Assignor"), an individual of the United States, with an address at 95 Scenic Drive, Hastings-on-Hudson, New York 10706 owns all trademark rights in **Stick up to Cancer** ("Mark") and U.S. Trademark Application Serial No. 88/633,617 ("Application"). Assignor owns the common-law rights and goodwill in the Mark resulting from use of the Mark by Assignor and/or Assignor's predecessors in interest, related companies, and/or licensees, based on use of the Mark since at least as early as November 30, 2018 (collectively, with the Mark and the Application, "Trademark Property").

WHEREAS, The Entertainment Industry Foundation ("Assignee," collectively with Assignor referred to as "Parties"), a division of which is Stand Up to Cancer, and which is a non-profit corporation organized and existing under the laws of the State of California, having a place of business at 0880 Wilshire Blvd., Ste. 1400, Los Angeles, California 90024, desires to acquire all of Assignor's right, title, and interest in the Trademark Property, effective as of the date last signed below ("Effective Date").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademark Property, including but not limited to the goodwill therein, and the right to sue and collect damages against third parties for all instances of past and future trademark infringement, unfair competition, trademark dilution, and other violations of the laws of any country, with respect to the Trademark Property. After the Effective Date, Assignor shall have no remaining rights whatsoever in the Trademark Property. Assignor agrees to take any further actions requested by Assignee, including but not limited to signing country-specific trademark assignment, to further document this assignment.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed by their respective representatives.

MS. JACQUELINE JAEGER

Signature: Jacqueline Jaeger
Name: JACQUELINE JAEGER
Title: _____
Date: 9/15/2020