

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM616921

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Latitude 38 Entertainment, LLC		11/30/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Live Nation Worldwide, Inc.		
Street Address:	9348 Civic Center Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4506989	BOTTLEROCK	
Registration Number:	4507422	BOTTLEROCK	
Registration Number:	4421998		
Registration Number:	4831037	THE FIRST TASTE OF SUMMER	
Registration Number:	5529884	BOTTLEROCK PRESENTS	
Registration Number:	6168911	THE FIRST TASTE OF FALL	
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>			
Email:	trademarks@livenation.com		
Correspondent Name:	Ellie Schwimmer		
Address Line 1:	9348 Civic Center Drive		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
NAME OF SUBMITTER:	Ellie Schwimmer		
SIGNATURE:	/ES/		
DATE SIGNED:	12/28/2020		
Total Attachments: 2			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK AGREEMENT (“Agreement”), effective as of November 30, 2020, is made by and between Latitude 38 Entertainment, LLC, a Delaware limited liability company, (“Assignor”) and Live Nation Worldwide, Inc., a Delaware corporation, (“Assignee”).

WHEREAS, Assignor, owns all trademark rights in the marks identified in Exhibit A as well as the federal applications and registrations identified therein (“the “Trademarks”);

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to acquire from Assignor, all rights, titles and interest in and to the Trademarks pursuant to the terms of this Agreement.

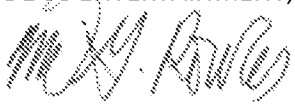
NOW, THEREFORE, in consideration of mutual promises contained herein and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys exclusively to Assignee and its successors all of Assignor’s rights, titles and interest in and to the Trademarks, including all statutory and common law rights in and to the Trademarks, all goodwill symbolized by or otherwise associated with the Trademarks, all listed applications and registrations for the Trademarks and all extensions and renewals thereof, and the right to sue, make claims, and recover damages for any past, presents or future infringement of the Trademarks; all of such rights, titles and interest to be held and enjoyed by Assignee to the same extent as they would have been held and enjoyed by Assignor had this Assignment not been made. Assignor further agrees to execute and deliver to Assignee, its successors and assigns, such other and further assignments, instruments and documents as Assignee reasonably may request from time to time for the purpose of establishing, registering, evidencing, enforcing or defending Assignee’s ownership of all rights, titles and interest of every kind and nature whatsoever in and to the Trademarks.

It is expressly understood and agreed that Assignee shall be entitled to record this Assignment with the U.S. Patent & Trademark Office and take such other actions as it deems necessary to effect the transfer of ownership contemplated by this Assignment.

IN WITNESS WHEREOF, the parties have duly executed this Agreement as of the effective date first written above.

ASSIGNOR:

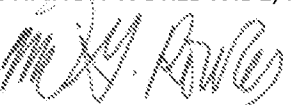
LATITUDE 38 ENTERTAINMENT, LLC

By: 

Michael Rowles
EVP, General Counsel and Secretary

ASSIGNEE:

LIVE NATION WORLDWIDE, INC.

By: 

Michael Rowles
EVP, General Counsel and Secretary

EXHIBIT A

Trademark	Country	Class	Application Number/ Application Date	Registration Number/ Registration Date
BOTTLEROCK	United States of America	41	85795198 December 5, 2012	4506989 April 1, 2014
BOTTLEROCK	United States of America	33	85835844 January 29, 2013	4507422 April 1, 2014
	United States of America	41	85887198 March 26, 2013	4421998 October 22, 2013
THE FIRST TASTE OF SUMMER	United States of America	41	86549384 February 28, 2015	4831037 October 13, 2015
BOTTLEROCK PRESENTS	United States of America	41	87736462 December 28, 2017	5529884 July 31, 2018
THE FIRST TASTE OF FALL	United States of America	41	88846121 March 24, 2020	6168911 October 6, 2020