

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM618472

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Company 3 / Method Inc.		12/31/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Beast Studios LLC		
Street Address:	400 West Market Street, Suite 1400		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40202		
Entity Type:	Limited Liability Company: KENTUCKY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88519545	BEAST	
CORRESPONDENCE DATA			
Fax Number:	3036293450		
<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:	303-629-3400		
Email:	docketing-dv@dorsey.com		
Correspondent Name:	Charlene M. Krogh, Dorsey & Whitney LLP		
Address Line 1:	1400 Wewatta Street, Suite 400		
Address Line 2:	IP Docketing		
Address Line 4:	Denver, COLORADO 80202-5549		
ATTORNEY DOCKET NUMBER:	M290482		
NAME OF SUBMITTER:	Pamela Kleiner		
SIGNATURE:	/pamela kleiner/		
DATE SIGNED:	01/05/2021		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This trademark assignment agreement is effective December 31, 2020, and is between Company 3 / Method Inc., a Delaware corporation, having an address at 2400 West Empire Avenue, 4th Floor, Burbank, California 91504 ("Assignor"), and Beast Studios LLC, a Kentucky limited liability company, having an address at 400 West Market Street, Suite 1400, Louisville, Kentucky 40202 ("Assignee").

WHEREAS, Assignor and Assignee are parties to an Asset Sale Agreement entered into on December 23, 2020 (the "**APA**"), pursuant to which Assignor has transferred to Assignee all right, title, and interest in and to certain trademark assets.

WHEREAS, in accordance with the APA, Assignor wants to sell, convey, assign, and transfer to Assignee, and Assignee wants to purchase, acquire, receive and accept all of Assignor's right, title and interest in the trademark set forth on **Exhibit A** hereto (the "Mark") together with all goodwill of the business symbolized by or associated with the Mark.

NOW, THEREFORE, the parties agree as follows:

For good and valuable consideration as set forth in the APA, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns to Assignee all of Assignor's right, title and interest in and to the Mark as they exist anywhere in the world and as may be created or acquired at any date in the future, along with all goodwill of the business symbolized by or associated with the Mark, and with all claims arising out of or relating to the use or ownership of the Mark. This assignment includes without limitation all applications for the Mark, all priority rights or claims based on International Conventions, all rights to proceeds of the Mark, including income, royalties, damages, profits, and payments now or hereafter payable, all rights of action of Assignor, and the right to take proceedings and to seek damages and all other available remedies, against third parties for past, present, or future infringement of the Mark.

Assignor shall execute and deliver any other documents and perform any other reasonable acts Assignee may request, that may be necessary and appropriate to effectuate the provisions of this agreement.

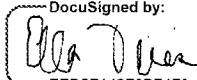
Nothing in this assignment, express or implied, is intended to or shall be construed to modify, expand, supersede or limit in any way the terms, conditions or obligations of the APA. In the event that any provision of this assignment shall be construed to conflict with a provision in the APA, the provision in the APA shall control.

This assignment may be executed in one or more counterparts, each of which shall be deemed an original, and together shall constitute one and the same assignment, it being understood that the parties hereto need not sign the same counterpart.

Each party has signed this agreement effective on the date stated in the introductory clause.

ASSIGNOR
COMPANY 3 / METHOD INC.

ASSIGNEE
BEAST STUDIOS LLC

By: 
Name: Etta Vieira
Title: Chief Operating Officer
Date: 12/31/20

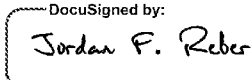

By: 
Name: Jordan F. Reber
Title: Chairman and Chief Executive Officer
Date: 12/31/20

EXHIBIT A

Mark	Country/Region	Serial No.	Filing Date	Classes
BEAST Logo 	United States	88519545	Jul. 17, 2019	035, 040, 041