

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM619705

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HEARST HOLDINGS, INC.		12/21/2020	Corporation: DELAWARE
FLEISCHER STUDIOS, INC.		12/17/2020	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	FLEISCHER STUDIOS, INC.		
Street Address:	3550 WILSHIRE BOULEVARD		
Internal Address:	SUITE 840		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90010		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	6193140		
Registration Number:	2378474	BETTY BOOP	
Registration Number:	2430642	BETTY BOOP	
Registration Number:	2374258	BETTY BOOP	
Registration Number:	6193127	BETTY BOOP	
Registration Number:	2349360		
Registration Number:	2376545		
Registration Number:	2361245		
CORRESPONDENCE DATA			
Fax Number:	6462802056		
<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:	2126492056		
Email:	trademarks@hearst.com		
Correspondent Name:	LAURA M. GREENE		
Address Line 1:	300 WEST 57TH STREET		
Address Line 2:	HEARST CORPORATION		
Address Line 4:	NEW YORK, NEW YORK 10019		

CH \$215.00 6193140

NAME OF SUBMITTER:	Laura M. Greene
SIGNATURE:	/Laura M. Greene/
DATE SIGNED:	01/11/2021
Total Attachments: 2 source=UNITED STATE BB ASSIGN DOC HHI & FI TO FI#page1.tif source=UNITED STATE BB ASSIGN DOC HHI & FI TO FI#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into as of January 1, 2021 by and between Hearst Holdings, Inc. a company organized under the laws of the State of Delaware, having its principal office at 300 West 57th Street, New York, New York 10019 and Fleischer Studios, Inc., a company organized under the laws of the State of California, having its principal office at 10160 Cielo Dr., Beverly Hills, California, 90210 ("Assignors"), and Fleischer Studios, Inc., a corporation organized under the laws of the State of California, having its principal office at 3550 Wilshire Boulevard, Suite 840, Los Angeles, California 90010 ("Assignee").

WHEREAS, Assignors have agreed to assign, and Assignee has agreed to acquire from Assignors, all of Assignors' rights, title and interest in and to the trademarks identified in Schedule A attached hereto (the "Marks"); and

WHEREAS, the parties accordingly wish to execute this recordable instrument, assigning all of Assignors' rights, title and interest in and to the Marks to Assignee;

NOW, THEREFORE, for valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignors and Assignee agree as follows:

Assignors hereby assign, transfer and convey to Assignee all of its rights, title and interest in and to the Marks, including without limitation any and all registrations, applications, and/or common law rights for the Marks throughout the world, together with all of the goodwill of Assignor's business symbolized by or associated with the Marks, and any and all income, royalties, damages and payments now or hereafter due and/or payable with respect thereto including, without limitation, damages and payments for past, present or future infringements.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

ASSIGNOR:
HEARST HOLDINGS, INC.



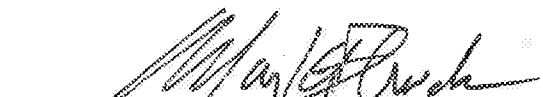
Name: CATHERINE A. BOSTON
Title: Secretary
Date: 21 December 2020

ASSIGNEE:
FLEISCHER STUDIOS, INC.



Name: MARK FLEISCHER
Title: President
Date: 17 December 2020

ASSIGNOR:
FLEISCHER STUDIOS, INC.



Name: MARK FLEISCHER
Title: President
Date: 17 December 2020

SCHEDULE A

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
Betty Boop Logo (Head and Shoulder)	6193140	November 10, 2020
BETTY BOOP	2378474	August 22, 2000
BETTY BOOP	2430642	February 27, 2001
BETTY BOOP	2374258	August 8, 2000
BETTY BOOP	6193127	November 10, 2020
BETTY BOOP DESIGN (BOOPFIG-4)	2349360	May 16, 2000
BETTY BOOP DESIGN (BOOPFIG-4)	2376545	August 15, 2000
BETTY BOOP DESIGN (BOOPFIG-4)	2361245	June 28, 2000