

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM628790

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dentsu Group Inc.		02/18/2021	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	Dentsu Inc.		
Street Address:	1-8-1, Higashi-shimbashi		
City:	Minato-ku, Tokyo		
State/Country:	JAPAN		
Postal Code:	105-7001		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	88698925	SPORTS TECH TOKYO SPORTS TECH TOKYO SPOR	
Serial Number:	88854304	SPORTS TECH TOKYO	
Registration Number:	6253254	SPORTS TECH TOKYO	
CORRESPONDENCE DATA			
Fax Number:	2026590441		
<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:	202-659-8225		
Email:	trademarks@alprinlaw.com		
Correspondent Name:	M. Scott Alprin		
Address Line 1:	5 PINEHURST CIRCLE, N.W.		
Address Line 4:	WASHINGTON, D.C. 20015		
DOMESTIC REPRESENTATIVE			
Name:	M. Scott Alprin		
Address Line 1:	5 Pinehurst Circle, N.W.		
Address Line 4:	Washington, D.C. 20015		
NAME OF SUBMITTER:	M. Scott Alprin		
SIGNATURE:	/M. Scott Alprin/		
DATE SIGNED:	02/28/2021		

OP \$90.00 88698925

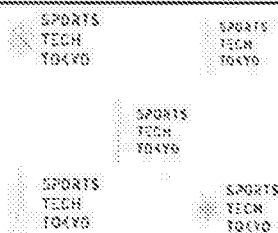
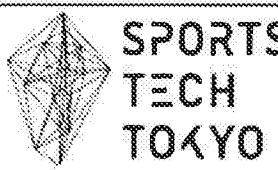
Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Dentsu Group Inc. ("ASSIGNOR"), a corporation incorporated under the laws of Japan, having an address of 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo JAPAN 105-7001, is the owner of the full right, title and interest in, to, and under the following trademarks:

	TM Registration/ Serial. Nos.	Mark	Classes
1	Ser. No. 88698925		Class 35 Class 41
2	Ser. No. 88854304		Class 35 Class 36 Class 41
3	Reg. No. 6253254	SPORTS TECH TOKYO	Class 35 Class 36 Class 41

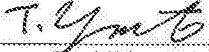

These two trademark applications and the above-identified registration therefor shall be referred to hereinafter as "the Trademarks and Applications/Registration Therefor," and this term shall be inclusive of the future registrations that will derive from the two pending applications.

WHEREAS, Dentsu Inc. ("ASSIGNEE"), a corporation incorporated under the laws of Japan, having an address of 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo JAPAN 105-7001, is desirous of acquiring the Trademarks and Applications/Registration Therefor identified above;

In consideration of the mutual promises and covenants contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR does hereby assign, transfer, and convey unto said ASSIGNEE the entire right, title, and interest in, to, and under the Trademarks and Applications/Registration Therefor, together with the goodwill of the business symbolized by and associated with the Trademarks.

ASSIGNEE is the successor to ASSIGNOR's business, or the portion of the business to which the mark pertains.

ASSIGNOR hereby authorizes and requests that the U.S. Commissioner for Trademarks to record ASSIGNEE as the owner of the above-identified marks (U.S. Trademark Application Serial No. 88698925, U.S. Trademark Application Serial No. 88854304 and U.S. Trademark Registration No. 6253254).

ASSIGNOR	ASSIGNEE
DENTSU GROUP INC.	DENTSU INC.
 Name: Yoshihiro YAMAMOTO	 Name: Hiroshi GARASHI
Title: President & CEO	Title: President & CEO
Date: February 18, 2021	Date: February 18, 2021