

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM632586

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JKL IP COMPANY LLC		03/17/2021	Limited Liability Company: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PROOF COMPANY, LLC		
<b>Street Address:</b>	13412 Ventura Blvd		
<b>City:</b>	Sherman Oaks		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91423		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6009361	PROOF.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	alevine@stetinalaw.com		
<b>Correspondent Name:</b>	Mark B. Garred		
<b>Address Line 1:</b>	75 Enterprise, Suite 250		
<b>Address Line 4:</b>	Aliso Viejo, CA, CALIFORNIA 92656		
<b>NAME OF SUBMITTER:</b>	Mark B Garred		
<b>SIGNATURE:</b>	/mbg/		
<b>DATE SIGNED:</b>	03/17/2021		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**

WHEREAS, JKL IP COMPANY LLC, a Michigan limited liability company having a place of business at 13412 Ventura Blvd., Sherman Oaks, California 91423 (hereinafter "ASSIGNOR"), has adopted, used, and is using, and is the owner of all right, title and interest to, the existing trademark which is registered in the United States Patent and Trademark Office as U.S. Registration No. 6,009,361, registered on March 10, 2020, for the mark "PROOF."; and the corresponding International Registration No. 1518608, registered on September 30, 2019, for the mark "PROOF." (hereinafter collectively referred to as the "Marks"); and

WHEREAS, PROOF COMPANY, LLC, a California limited liability company having a principal address at 13412 Ventura Blvd., Sherman Oaks, California 91423 (hereinafter "ASSIGNEE") is desirous of acquiring said Marks and the issued registrations corresponding thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks in the above-identified registrations thereof, as well as the right to sue for and to collect past damages.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 17<sup>th</sup> day of March, 2021.

ASSIGNOR: Jodi Caden

Name: Jodi Caden  
Title: President, JKL IP COMPANY LLC

On March 17, 2021 before me, Aimee Scott, personally appeared Jodi Caden who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or entity upon behalf of which the person(s) acted, executed the instrument.

Signature of Witness Aimee Scott