

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM649056

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/21/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BONNIER CORPORATION		05/20/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	JORDAN MASTAGNI		
Street Address:	5318 E. 2ND ST, #377		
City:	LONG BEACH		
State/Country:	CALIFORNIA		
Postal Code:	90803		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1681964	HOT BIKE	
Registration Number:	4642277	HOT BIKE	
Registration Number:	5257924	HOT BIKE	
CORRESPONDENCE DATA			
Fax Number:	4079267720		
<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:	407-926-7714		
Email:	ecipparone@savvyiplaw.com		
Correspondent Name:	ERICA M. CIPPARONE		
Address Line 1:	WOLTER VANDYKE DAVIS, PLLC		
Address Line 2:	1900 SUMMIT TOWER BLVD., STE 140		
Address Line 4:	ORLANDO, FLORIDA 32810		
ATTORNEY DOCKET NUMBER:	HOT BIKE sale		
NAME OF SUBMITTER:	Shari Lipari		
SIGNATURE:	/SHARI LIPARI/		
DATE SIGNED:	05/24/2021		
Total Attachments: 3			

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**NUNC PRO TUNC TRADEMARK ASSIGNMENT AS TO
BONNIER CORPORATION TRADEMARKS**

WHEREAS, **BONNIER CORPORATION**, a Delaware Corporation, whose address was 460 North Orlando Avenue, Ste. 200, Winter Park, FL 32789 (hereinafter referred to as “**ASSIGNOR**”) adopted and was using the trademarks listed in Exhibit A, attached hereto (hereinafter referred to as “the Trademarks”), and was the owner of all rights, titles and interests directly or by means of assignment in and to the Trademarks;

WHEREAS, **JORDAN MASTAGNI**, an individual, having an address at 5318 E. 2nd St.,#377, Long Beach, CA 90803 USA (hereinafter referred to as “**ASSIGNEE**”), is a successor in interest of **ASSIGNOR**'s business in that **ASSIGNEE** purchased the assets of **ASSIGNOR**'s business on April 21, 2021 by way of the Asset Purchase Agreement (Schedule A attached hereto), including all rights, titles and interests in and to the Trademarks, together with the goodwill of the Trademarks, and in and to all rights under said Trademarks.

WHEREAS, it was the intention of the Parties to include any and all trademarks and the goodwill associated therewith owned by **BONNIER CORPORATION** as of April 21, 2021 in the Asset Purchase Agreement, Schedule A.

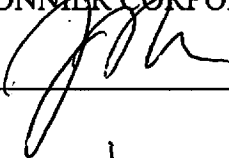
NOW, THEREFORE, for good and valuable considerations, the receipt of which is hereby acknowledged, **ASSIGNOR**, on April 21, 2021 assigned, transferred, conveyed and granted to **ASSIGNEE**, its successors and assigns, any and all rights, titles and interests which it may have in and to the Trademarks, together with the goodwill of the Trademarks, thereby including the right to bring or maintain suit at law and equity for past infringements of the Trademarks and to retain for the benefit of **ASSIGNEE** all damages or settlements arising from said past infringements.

ASSIGNOR authorizes and requests the Director of the United States Patent and Trademark Office and the empowered official of any foreign trademark office to issue all future documents pertaining to the Trademarks in the name of the ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNOR binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to ASSIGNEE any further documents or instruments and do any and all further acts that may be necessary to vest in ASSIGNEE, its successors and assigns, the title herein conveyed, and to enable such title to be recorded in the United States Patent and Trademark Office and in the corresponding offices of countries foreign to the United States.

SIGNED under seal this 20th day of May 2021.

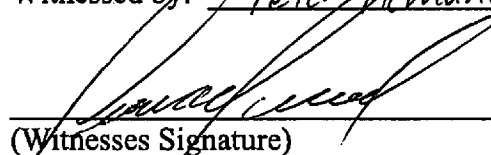
BONNIER CORPORATION



By: Jeremy Thompson
(printed name)

Title: General Counsel

Witnessed by: Peter Hernandez



(Witnesses Signature)

Schedule A

MARK	App./Reg. No
HOT BIKE	1,681,964
HOT BIKE	4,642,277
HOT BIKE	5,257,924