

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM664350

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------|----------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| EBIP Holdings, LLC | | 07/27/2021 | Limited Liability Company: VIRGINIA |
| RECEIVING PARTY DATA | | | |
| Name: | EB Franchises, LLC | | |
| Street Address: | 9720 Wilshire Blvd., Suite 500 | | |
| City: | Beverly Hills | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90212 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3204042 | ELEVATION BURGER | |
| Registration Number: | 5833732 | ELEVATION BURGER | |
| Registration Number: | 3204043 | ELEVATION BURGER | |
| Registration Number: | 3840288 | INGREDIENTS MATTER | |
| Registration Number: | 4780320 | ORGANICALLY DELICIOUS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3102822200 | | |
| <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: | 310-282-2000 | | |
| Email: | trademarks@loeb.com | | |
| Correspondent Name: | David W. Grace | | |
| Address Line 1: | Loeb & Loeb LLP | | |
| Address Line 2: | 10100 Santa Monica Blvd., Suite 2200 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90067 | | |
| NAME OF SUBMITTER: | Aleson Clarke | | |
| SIGNATURE: | /Aleson Clarke/ | | |
| DATE SIGNED: | 08/02/2021 | | |
| Total Attachments: 2 | | | |

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TRADEMARK ASSIGNMENT

For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **EBIP HOLDINGS, LLC** a Virginia limited liability company having a place of business at 9720 Wilshire Blvd, Suite 500, Beverly Hills, California 90212 ("Assignor"), hereby sells, assigns, and transfers to **EB FRANCHISES, LLC**, a Delaware limited liability company having a place of business at 9720 Wilshire Blvd, Suite 500, Beverly Hills, California 90212 ("Assignee"), absolutely and forever, its entire right, title, and interest, whether statutory or at common law, in and to the trademarks listed on the attached Schedule 1 (the "Marks"), together with the part of the goodwill of the business connected with the use of and symbolized by the Marks, and all corresponding registrations and applications to register the marks, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 27th day of July, 2021.

EBIP HOLDINGS, LLC



EB FRANCHISES, LLC

By: [Signature]
Its: Chief Development Officer
Date: 07/27/2021



By: [Signature]
Its: Chief Development Officer
Date: 07/27/2021

Schedule 1

A. Trademark and Service Mark Registrations

| Mark Application No. Registration No. | Jurisdiction | Goods and Services | Owner |
|-----------------------------------------------------------------------------------------------------------------------------|---------------|--------------------------------------------------------------------------------------------------|--------------------|
| ELEVATION BURGER App. No. 78870114 Reg. No. 3204042 | United States | 43 Int. Restaurant services | EBIP Holdings, LLC |
|  App. No. 88273130 Reg. No. 5833732 | United States | 43 Int. Restaurant services | EBIP Holdings, LLC |
|  App. No. 78870141 Reg. No. 3204043 | United States | 43 Int. Restaurant services | EBIP Holdings, LLC |
| INGREDIENTS MATTER App. No. 77843175 Reg. No. 3840288 | United States | 43 Int. Restaurant services, including sit-down service of food and take-out restaurant services | EBIP Holdings, LLC |
| ORGANICALLY DELICIOUS App. No. 86307373 Reg. No. 4780320 | United States | 43 Int. Restaurant services featuring organic foods | EBIP Holdings, LLC |

B. Common Law Marks

| ELEVATION BURGER | INGREDIENTS MATTER | ORGANICALLY DELICIOUS |
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