

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM668201

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Business, LLC		05/10/2021	Limited Liability Company:

RECEIVING PARTY DATA

Name:	Heavy Metal Entertainment, LLC
Street Address:	14040 Panay Way, #515
City:	Marina Del Rey
State/Country:	CALIFORNIA
Postal Code:	90292
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	75580423	HEAVY METAL
Serial Number:	75580422	HEAVY METAL
Serial Number:	75580416	HEAVY METAL
Serial Number:	74693486	HEAVY METAL
Serial Number:	78463486	HEAVY METAL
Serial Number:	73641606	HEAVY METAL
Serial Number:	74556187	HEAVY METAL
Serial Number:	75694254	HEAVY METAL
Serial Number:	76180833	HEAVY METAL
Serial Number:	76139584	HEAVY METAL
Serial Number:	75689929	HEAVYMETAL.COM

CORRESPONDENCE DATA

Fax Number: 6466502108

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.

Phone: 6466502207

Email: sarah@adelmanmatz.com

Correspondent Name: Sarah M. Matz

Address Line 1: 1173A Second Avenue

TRADEMARK

Address Line 2: Suite 153
Address Line 4: New York, NEW YORK 10065

NAME OF SUBMITTER: Sarah M. Matz

SIGNATURE: /Sarah M. Matz/

DATE SIGNED: 08/17/2021

Total Attachments: 7

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the “Assignment Agreement”), is made this May 10, 2021 by and between The Business LLC, a Delaware limited liability company, with an address of 445 Lafayette Street, #3A, New York, NY 10003 (“Assignor”) and Heavy Metal Entertainment, LLC, a Delaware limited liability company, with an address of 14040 Panay Way, #515; Marina Del Rey, CA 90292 (“Assignee”).

WHEREAS, Assignor owned utilized the trademarks listed on Schedule A (the “Marks”) and as such is the owner of the common law rights in and to the Mark, together with the goodwill of the business associated therewith and symbolized thereby, and is the owner of the applications identified on Schedule A (the “Applications”) as well as the registrations identified on Schedule A (the “Registrations”);

WHEREAS, Assignee is desirous of acquiring the entire, right, title and interest in and to said Marks, the common law rights associated therewith, the goodwill of the business pertaining thereto, the Applications, the Registrations and other rights related thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby irrevocably assigns, sells, conveys and transfers to Assignee all right, title and interest in and to the Marks; (ii) the goodwill of the business symbolized by and associated with the Marks, and business conducted under the Marks, including but not limited to the goodwill of the business relating to the goods and services that the Marks are used in connection with, and any part thereof, such assignment includes the portion of the business of Assignor to which the Marks pertain; (iii) all common law and statutory rights in the Marks, specifically including the Registration, any and all renewals thereof, and the benefits resulting therefrom, and all other related intellectual property and rights; (iv) the Applications for registration of the Marks, including the right to prosecute the Applications and any additional applications for the Marks and enjoy the benefits of any registration resulting therefrom; (v) income, royalties, damages and payments hereafter due or payable to Assignor with respect to the Marks, including but not limited to the right to sue (including filing and prosecuting opposition, cancellation and similar proceedings) and recover for, and the right to profits or damages due or accrued, arising out of or in connection with, any and all past, present or future infringements, unfair competition, unjust enrichment or dilution of or damage or injury to or based on said Mark or such associated goodwill; and (vi) the right to defend the Mark, the Application and the Registration.

2. Assignor hereby requests that all appropriate trademark offices issue registration for the Application in the name of Assignee.

3. Assignor hereby authorizes and requests the United States Patents and Trademark Office and any other intellectual property offices throughout the world to record this

Assignment Agreement and record Assignee as the owner of the Applications and/or Registrations.

4. Assignee declares that it is engaged in activities compatible with the goods/services claimed by the Application and/or Registrations. Assignee and Assignor declare that its authorized signatories are vested in powers to represent them in this Assignment Agreement.

5. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, the parties hereto have duly executed under seal and delivered this Assignment Agreement, as of the date written above.

ASSIGNOR

ASSIGNEE

The Business LLC

Heavy Metal Entertainment, LLC

DocuSigned by:
Greg Gushee

DocuSigned by:
Matt Medney

By: Greg Gushee
Title: Authorized Representative

By: Matthew Medney
Title: CEO

SCHEDULE A

A. Common Law Marks

HEAVY METAL
 HEAVY METAL.COM
 HEAVY METAL (DESIGN)
 TAARNA

B. Trademark Registrations and Applications

IP Office	Literal Element	Application #	Current Owner	Class Description
United States (USPTO)	HEAVYMETAL.COM	75689929	Heavy Metal Media LLC	041 - Providing entertainment information in the field of fantasy and humor related subjects via global computer networks First use: 3/3/2000 Use in commerce: 3/3/2000
United States (USPTO)	HEAVY METAL	76139584	Heavy Metal Media LLC	016 - PAPER GOODS AND PRINTED MATTER; NAMELY, ILLUSTRATED FANTASY AND HUMOR MAGAZINE PUBLISHED FROM TIME TO TIME IN SERIES First use: 3/1/1977 Use in commerce: 3/1/1977
United States (USPTO)	HEAVY METAL	76180833	Heavy Metal Media LLC	009 - [computer game cassettes, programs, cartridges, CD-ROM's,] DVD's and tapes First use: 7/1/2000 Use in commerce: 7/1/2000
United States (USPTO)	HEAVY METAL	75694254	Heavy Metal Media LLC	041 - Providing entertainment information in the field of fantasy and humor related subjects via a global computer networks First use: 9/1/1995 Use in commerce: 9/1/1995

United States (USPTO)	HEAVY METAL	74556187	Heavy Metal Media LLC
European Union (EUIPO)	HEAVY METAL	143313	Heavy Metal Media LLC

025 - clothing, namely T-shirts
First use: 3/1/1977
Use in commerce: 3/1/1977

009 - Cinema, radio, movies, television programs and/or movies; audio and video recordings, cassettes and/or tapes, CD-ROMS featuring illustrated fantasy and humor material.

016 - Paper goods and printed matter, namely, illustrated fantasy and humor magazine published from time to time in series.

025 - Caps, bandanas, jackets, tops, including sweatshirts, shirts, sweaters and t-shirts; sweat pants and jeans.

028 - Toys and games, namely computer game programs; battery-operated toy vehicles and accessories; action figures and action figure play sets; stuffed animals; resin kits, golf clubs; toy vehicles to be sold as stand alone items and/or as a set; electric toy trains and accessories; toy trucks, toy construction vehicles, and play sets including the previously identified goods; video games, video games software, computer software, video game cartridges, video game diskettes, video game CD-ROMS, video game printed circuit boards, video output game machines, video output game machines kits, video output game machines cartridges kits, and coin-operated arcade video game machines; bats for baseball and softball; plastics for use in toy hobby kits; toy balls; toy vehicles of the non-riding type; toy vehicles and accessories; toy trucks; toy model hobby kit; teddy bears; yo-yo's, flying discs, balloons, Christmas tree ornaments.

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REEL: 007394 FRAME: 0335

United Kingdom (UKIPO) HEAVY METAL UK00900143313 Heavy Metal Media LLC

Canada (CIPO) Heavy Metal 465252 Heavy Metal Media LLC

009 - Cinema, radio, movies, television programs and/or movies; audio and video recordings, cassettes and/or tapes, CD-ROMS featuring illustrated fantasy and humor material.

016 - Paper goods and printed matter, namely, illustrated fantasy and humor magazine published from time to time in series.

025 - Caps, bandanas, jackets, tops, including sweatshirts, shirts, sweaters and t-shirts; sweat pants and jeans.

028 - Toys and games, namely computer game programs; battery-operated toy vehicles and accessories; action figures and action figure play sets; stuffed animals; resin kits, golf clubs; toy vehicles to be sold as stand alone items and/or as a set; electric toy trains and accessories; toy trucks, toy construction vehicles, and play sets including the previously identified goods; video games, video games software, computer software, video game cartridges, video game diskettes, video game CD-ROMS, video game printed circuit boards, video output game machines, video output game machines kits, video output game machines cartridges kits, and coin-operated arcade video game machines; bats for baseball and softball; plastics for use in toy hobby kits; toy balls; toy vehicles of the non-riding type; toy vehicles and accessories; toy trucks; toy model hobby kit; teddy bears; yo-yo's, flying discs, balloons, Christmas tree ornaments.

Printed publications, namely magazines and books; Binders for periodical publications; Calendars; T-shirts; Motion picture film; video film intended for network and cable television broadcast; video cassettes; phonograph records; posters and art reproductions; t-shirts; iron-ons; artist's portfolios; hats (novelty); sweatshirts; Toys, namely plastic figures of animated characters, toy vehicles, resin kits and models, toy swords, toy weapons, dolls, board games, and hand held computer games; Entertainment services in the nature of motion picture and video film presentations

United States (USPTO) HEAVY METAL 73641606

Heavy Metal Media LLC

016 - ILLUSTRATED FANTASY AND HUMOR MAGAZINE PUBLISHED FROM TIME TO TIME IN SERIES
First use: 3/1/1977
Use in commerce: 3/1/1977

Canada (CIPO) Heavy Metal 792789

Heavy Metal Media LLC

009 - CD ROMS featuring fantasy and humour material and CD-ROMS containing games

Australia (IPA) HEAVY METAL 792093

Heavy Metal Media LLC

009: Live-action movie films, other movie films, pre-recorded video discs and video tapes, pre-recorded CD-ROMs, other electrical communication devices and apparatus, and records, all of the foregoing goods relating to illustrated fantasy and humour material, animated movie films, mouse pads, computer programs, electronic games, sunglasses and other glasses

016: Magazines and other printed matter relating to illustrated fantasy and humour material, comic books, novels, posters, trading cards, picture postcards, paper file binders, paper table mats, sketch books, greeting cards, stationery, print artwork and playing cards

025: T-shirts, blouses, sweaters, jackets, vests, hats, and caps, bandannas, socks, sweatshirts, jeans, slacks, other clothing, sporting and athletic clothing

United States (USPTO) HEAVY METAL 78463486

Heavy Metal Media LLC

041 - Film production; entertainment services, namely, providing a web site featuring action, fantasy, humor, drama, comedy, parody and satire via a global computer network
First use: 3/3/2000
Use in commerce: 3/3/2000

United States (USPTO) HEAVY METAL 74693486

Heavy Metal Media LLC

009 - prerecorded [audio and] video tapes [, motion picture films, compact discs and laser discs featuring fantasy and humor material]
First use: 9/1/1995
Use in commerce: 9/1/1996

TRADEMARK

REEL: 007394 FRAME: 0337

United States (USPTO) HEAVY METAL 75580416 Heavy Metal Media LLC

025 - Clothing, namely, [jackets], caps, [bandannas,] tank tops, and sweat shirts
First use: 9/1/1982
Use in commerce: 9/1/1982

United States (USPTO) HEAVY METAL 75580422 Heavy Metal Media LLC

016 - [Trading cards,] posters, stationary type portfolios, stand-alone cardboard action figure and trading card albums]
First use: 8/1/1992
Use in commerce: 8/1/1992

Japan (JPO) HEAVY METAL 1998-112107 Heavy Metal Media LLC

009 - [the program for an animation motion-picture film, a live action motion-picture film, other exposed cinematographic filmses, recorded video discs and video tapes, recorded CD-ROM, blank video tapes, other telecommunication machines and apparatuses, phonograph records, mouse pads, and screen savers] The recording medium, anti-glare glasses, other spectacles [eyeglasses and goggles]s which were made to memorize

016 - The magazines [publication], books and posters which make comics the contents, trading cards, picture postcards, other printed matters, the place mat made of paper, a paper holder, sketchbooks, a Christmas card, greeting cards, other stationeries (except for "insect collectors' articles"), engravings

Brazil (INPI) HEAVY METAL 909234159 Heavy Metal Media LLC

016 - Magazine illustrated fantasy and humor periodically published in series

United States (USPTO) HEAVY METAL 75580423 Heavy Metal Media LLC

009 - Pre-recorded CD-ROMs featuring live action and animated figures, and pre-recorded laser discs featuring live action and animated figures
First use: 6/6/1996
Use in commerce: 6/6/1996

TRADEMARK

REEL: 007394 FRAME: 0338

RECORDED: 08/17/2021