

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM669526

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BuzzFeed, Inc.		08/17/2021	Corporation:
RECEIVING PARTY DATA			
Name:	2nd Try, LLC		
Street Address:	1112 W. Burbank Blvd., Unit 101		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91506		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4798805	THE TRY GUYS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3108490336		
Email:	jason@zedecklaw.com		
Correspondent Name:	Jason Zedeck		
Address Line 1:	P.O. Box 35210		
Address Line 2:	Law Office of Jason Zedeck		
Address Line 4:	Los Angeles, CALIFORNIA 90035-0210		
ATTORNEY DOCKET NUMBER:	THE TRY GUYS - ASS		
NAME OF SUBMITTER:	Jason Zedeck		
SIGNATURE:	/jasonzedeck/		
DATE SIGNED:	08/23/2021		
Total Attachments: 1			
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OP \$40.00 4798805

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is made and entered into as of ~~June~~ ^{AUGUST 17}, 2021 (the "Effective Date"), by and between BuzzFeed, Inc., a Delaware corporation, ("Assignor"), and 2nd Try, LLC, a California Limited Liability Company, ("Assignee").

WHEREAS, Assignor owned trademark and intellectual property rights in and to the THE TRY GUYS trademark, including a registration for the THE TRY GUYS trademark, U.S. Reg. No. 4798805 (the "THE TRY GUYS trademark");

WHEREAS, pursuant to a quitclaim agreement between Assignor and Assignee dated June 15, 2018, (the "Quitclaim Agreement"), Assignee acquired all rights, title and interest in and to the THE TRY GUYS trademark, other than the "Back Catalog" and the "Retained Intellectual Property" (as those terms are defined in the recital and in Paragraph 1 of the Quitclaim Agreement) and the uses expressly provided for in Paragraph 3 of the Quitclaim Agreement;

NOW, THEREFORE, pursuant to the June 15, 2018 agreement and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns unto Assignee all rights, title and interest in and to the THE TRY GUYS trademark (except the right for Assignor to use the trademark in connection with goods and services as specified and expressly provided for in the Quitclaim Agreement), together with the goodwill of the business symbolized by the THE TRY GUYS trademark and all rights of action and claims for past infringements thereof.

Assignor further promises to execute and deliver to Assignee all other documents reasonably requested by Assignee to perfect and vest in Assignee all of Assignor's rights, title and interest in and to the THE TRY GUYS trademark.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement to be effective as of the day and year first written above.

ASSIGNOR:

BuzzFeed, Inc.,

DocuSigned by:
Rhonda Powell
[NAME] Rhonda Powell
[TITLE] General Counsel
Date: 8/17/2021

ASSIGNEE:

2nd Try, LLC
DocuSigned by:
Ned Fulmer
[NAME] Ned Fulmer
[TITLE] Partner, 2nd Try LLC
Date: 8/17/2021