

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM670956

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mad Engine, LLC		12/31/2020	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Mad Engine Global, LLC		
Street Address:	6740 COBRA WAY		
City:	SAN DIEGO		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4591489	N377	
Registration Number:	4488595		
Registration Number:	3569673		
Registration Number:	3569666	NEFF	
Registration Number:	3660069	NEFF	
Registration Number:	4129148	NEFF	
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:	2138915031		
Email:	jreider@buchalter.com		
Correspondent Name:	Jessie Reider Cristo		
Address Line 1:	1000 Wilshire Blvd., Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
NAME OF SUBMITTER:	Jessie Reider Cristo		
SIGNATURE:	/jrc/		
DATE SIGNED:	08/29/2021		

CH \$165.00 4591489

Total Attachments: 7

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ASSIGNMENT OF U.S. AND NON-U.S. TRADEMARK RIGHTS

THIS ASSIGNMENT OF U.S. AND NON-U.S. TRADEMARK RIGHTS (this “Assignment”), is made and entered into as of December 31, 2020 (the “Effective Date”), by and between Mad Engine, LLC, a California limited liability company (“Assignor”) and Mad Engine Global, LLC, a Delaware limited liability company (“Assignee” and together with Assignee, the “Parties” and each, individually a “Party”).

WHEREAS, Assignor and Assignee are parties to that certain Contribution Agreement, dated December 31, 2020 (the “Contribution Agreement”), pursuant to which Assignor agreed to sell, assign, transfer, convey, and deliver certain assets to Assignee, including all of Assignor’s right, title, and interest in and to the marks identified on Attachment B-1 hereto, including all registrations and trademark applications therefor and further including all goodwill associated therewith (the “Assigned Trademarks”);

NOW THEREFORE, in consideration of the mutual covenants and agreements hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Definitions. Capitalized terms used but not defined herein shall have the meanings accorded to them in the Contribution Agreement.
2. Assignment. Assignor hereby irrevocably sells, conveys, assigns, delivers, and transfers to Assignee all of Assignor’s right, title, and interest in and to the Assigned Trademarks, including (i) all goodwill associated therewith and symbolized thereby; (ii) any and all rights of priority thereto and renewals thereof; and (iii) the right to sue and recover for past, present, and future infringement or dilution of the foregoing, and Assignee hereby accepts the foregoing sale, conveyance, assignment, delivery, and transfer from Assignor.
3. Authority. The officer that executes this Assignment on behalf of Assignor is authorized to bind and obligate each of the entities defined herein as part of Assignor. The officer that executes this Assignment on behalf of Assignee is authorized to bind and obligate the entity defined herein as Assignee.
4. Recordation. This Assignment has been executed and delivered by Assignor with the intention of recording it with the U.S. Patent and Trademark Office and also any non-U.S. patent and/or trademark offices.
5. Further Assurances. Both Parties hereto covenant and agree to prepare, execute, acknowledge, file, record, publish, and deliver to the other Party hereto such other instruments, documents, and statements, and take such other action as may be reasonably requested in the discretion of the requesting Party to carry out more effectively the purposes of this Assignment, including, without limitation, the recordation of this Assignment, or a suitable form hereof, in any patent and/or trademark office or other similar governmental authority, in each relevant jurisdiction. Each Party shall pay its own costs incurred to comply with such request.
6. Contribution Agreement. Nothing in this Assignment, express or implied, is intended to or shall be construed to supersede, modify, replace, amend, rescind, waive,

expand, or limit in any way the rights of the Parties under, or the terms of, the Contribution Agreement. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms of the Contribution Agreement, the Contribution Agreement shall govern.

7. Governing Law.

- (a) This Assignment and all claims or causes of action (whether in contract, tort or statute) that may be based upon, arise out of or relate to this Assignment or the negotiation, execution or performance of this Assignment shall be governed by and enforced in accordance with the laws of the State of Delaware applicable to contracts made and performed in such State, without giving effect to any Laws of the State of Delaware that would require or permit the application of the Laws of any other jurisdiction.
- (b) The Parties hereby irrevocably submit to the exclusive jurisdiction of the Court of Chancery of the State of Delaware (or in the event, but only in the event, that such court does not have subject matter jurisdiction over such action or proceeding, the Superior Court of the State of Delaware (Complex Commercial Division) or, if subject matter jurisdiction over the action or proceeding is vested exclusively in the federal courts of the United States of America, the United States District Court for the District of Delaware) over any dispute based on, arising out of or relating to this Assignment or any of the transactions contemplated hereby and each Party hereby irrevocably agrees that all claims in respect of such dispute or any suit, action or proceeding related thereto may be heard and determined in such courts. The Parties hereby irrevocably waive, to the fullest extent permitted by applicable law, any objection which they may now or hereafter have to the laying of venue of any such dispute brought in such court or any defense of inconvenient forum for the maintenance of such dispute. Each of the Parties hereto agrees that a judgment in any such dispute may be enforced in other jurisdictions by suit on the judgment or in any other manner provided by law.

8. Counterparts. This Assignment may be executed in one or more counterparts (including by means of DocuSign (or similar) or transmission in portable document format (.pdf)), all of which shall be considered one and the same instrument and shall become effective when one or more counterparts have been signed by each of the Parties and delivered to the other Parties; it being understood that all Parties need not sign the same counterpart.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned parties have caused this Assignment to be executed as of the Effective Date.

ASSIGNOR

Mad Engine, LLC

By: 

Name: Faizan Bakali

Title: COO

[Signatures continue on next page.]

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT AGREEMENT]

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

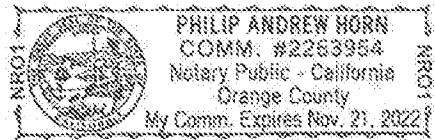
STATE OF CALIFORNIA)
) ss
COUNTY OF Orange)

On December 30, 2020 before me, Philip Andrew Horn, a notary public, personally appeared Faizan Bakali, 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 the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Phil Horn
Notary Public

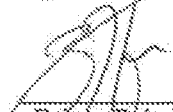


(Affix seal here)

IN WITNESS WHEREOF, the undersigned parties have caused this Assignment to be executed as of the Effective Date.

ASSIGNEE

Mad Engine Global, LLC

By: 
Name: Faizan Bakali
Title: COO

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT AGREEMENT]

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA)
) ss
COUNTY OF Orange)

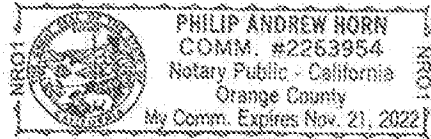
On December 30, 2020 before me, Philip Andrew Norn, a notary public, personally appeared Faizon Bakali, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Philip Norn

Notary Public



(Affix seal here)

US	N377 (Stylized)	86010818	4591489
US	MISCELLANEOUS DESIGN (Head of girl)	86025087	4488595
US	MISCELLANEOUS DESIGN (Head of boy)	77504183	3569673
US	NEFF (Stylized and design-head of boy)	77504013	3569666
US	NEFF	77501610	3660069
US	NEFF	77921606	4129148

Country	Mark	App. No.	Reg. No.
BR	LUXIRIE	829140166	829140166
BR	LUXIRIE	829140271	829140271
BR	LUXIRIE	829140450	829140450
BR	L (Stylized and heart design)	829140409	829140409
BR	L (Stylized and heart design)	829140476	829140476
BR	L (Stylized and heart design)	829140255	829140255
BR	L (Stylized- sideway)	829393455	829393455
CA	MISCELLANEOUS DESIGN (Old tree)	1346779	TMA846673
CA	LIFTED RESEARCH GROUP	1346541	TMA864132
CA	L R G	1346539	TMA875835
CA	MISCELLANEOUS DESIGN (New tree)	1346543	TMA850839
CA	MISCELLANEOUS DESIGN (New tree)	1559866	TMA895223
CA	LRG (Stylized and new tree design)	1279462	TMA799345

The following trademarks are registered in the name of Neff, LLC:

Country	Mark	App. No.	Reg. No.
AR	NEFF	3285674	2691375
AR	MISCELLANEOUS DESIGN (Head of boy)	3285669	2690574
AR	MISCELLANEOUS DESIGN (Head of boy)	3285671	2690572
AR	MISCELLANEOUS DESIGN (Head of boy)	3285670	2690573
AR	MISCELLANEOUS DESIGN (Head of boy)	3285668	2690576
AR	MISCELLANEOUS DESIGN (Head of boy)	3285667	2690578