

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM671201

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WIBY Studio, LLC		08/26/2021	Limited Liability Company: NEVADA
RECEIVING PARTY DATA			
Name:	CE Trademark, LLC		
Street Address:	9200 West Sunset Blvd, Suite 300		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90458035	LOVE	
CORRESPONDENCE DATA			
Fax Number:	8446706009		
<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:	702-550-4400		
Email:	TrademarksLV@dickinson-wright.com		
Correspondent Name:	Jennifer Ko Craft		
Address Line 1:	3883 Howard Hughes Parkway, Suite 800		
Address Line 4:	Las Vegas, NEVADA 89169		
ATTORNEY DOCKET NUMBER:	092026-70310		
NAME OF SUBMITTER:	Jennifer Ko Craft		
SIGNATURE:	/Jennifer Ko Craft/		
DATE SIGNED:	08/30/2021		
Total Attachments: 3			
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OP \$40.00 90458035

INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment ("Assignment") is entered into as of August, 26, 2021 ("Effective Date") between WIBY Studio, LLC ("Assignor"), a Nevada limited liability company, with an address of 9723 Canyon Landing Ave., Las Vegas, NV 89166, on the one hand, and CE Trademark, LLC ("Assignee"), a New York limited liability company with an address of 9200 Sunset Blvd., Ste. 300, West Hollywood, CA 90069, on the other hand. For purposes of this Assignment, Assignor and Assignee may be collectively referred to herein as the "Parties."

NOW THEREFORE, in consideration of the covenants, representations and warranties set forth herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree to the following:

1. Assignor hereby irrevocably assigns, transfers and conveys to Assignee, without any restrictions, limitations or reservations, and Assignee does hereby accept the assignment, transfer and conveyance of, all of Assignor's entire worldwide rights, title and interests in and to the trademark identified on **Exhibit A** as attached hereto, any and all stylizations, designs or the like associated therewith ("Assigned Intellectual Property"), including, without limitation, USPTO Application No: 90458035, any other federal, foreign or state trademark applications, registrations and common law rights for the Assigned Intellectual Property, the goodwill associated with and symbolized thereby, and, in accordance with 15 U.S.C § 1060, the portion of the business to which the Assigned Intellectual Property pertains, all past, present and future claims, counterclaims, credits, causes of action, choses in action, rights of recovery and rights of setoff against third persons for infringements, violations, dilutions or contract breaches, together with the right at law or equity to sue and recover for any past, continuing and/or future infringements, violations, dilutions or contract breaches and collect any resulting recovery of damages, lost profits, legal fees and costs, including from acts which may have occurred prior to the Effective Date, all of the foregoing rights, titles and interests to be held and enjoyed by Assignee, for Assignee's own use and benefit and for the use and benefit of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, transfer and conveyance had not been made.

2. Assignor hereby authorizes the USPTO Commissioner for Trademarks, the corresponding entities or agencies in each applicable foreign country or multinational authority, and applicable state trademark agencies to (a) record Assignee as assignee and owner of the entire interest in the Assigned Intellectual Property or other rights identified in this Assignment; (b) deliver to Assignee, and to Assignee's attorneys, agents, successors, or assigns, all official documents and communications as may be warranted by this Assignment; and (c) issue any and all registrations, certificates, or other governmental grants or issuances that may be granted upon any of the Assigned Intellectual Property in the name of Assignee, as the assignee to the entire interest therein. At Assignee's request, Assignor shall execute all documents and do all other lawful acts necessary to effect the clarification of ownership of all right, title and interest in and to the Assigned Intellectual Property to Assignee and to allow Assignee to apply for and prosecute any applications for the Assigned Intellectual Property, and maintain any resulting registrations and any extensions, renewals and/or reissues thereof; and cooperate with and assist Assignee in connection with any legal actions or other proceedings brought by or against Assignee regarding the Assigned Intellectual Property.

3. This Assignment shall be governed by and construed in accordance with the laws of the State of California without regard to its conflict of laws principles. The Parties irrevocably submit to the exclusive jurisdiction of the federal and state courts of California, located in the County of Los Angeles.

4. This Assignment may be executed in any number of counterparts, each of which shall be deemed an original as against any party whose signature appears thereon, and all of which shall together

constitute one and the same instrument. This Assignment shall become binding when one or more counterparts hereof, individually or taken together, bears the signature of all the Parties reflected as the signatories. Any photocopy or facsimile of this Assignment, with all signatures reproduced on one or more sets of signature pages, shall be considered for all purposes as if it were an executed counterpart of this Assignment.

IN WITNESS THEREOF, the Parties have caused this instrument to be duly executed as of the Effective Date and each of the undersigned represents that they have the authority to legally bind their respective entities.

ASSIGNOR

ASSIGNEE

WIBY STUDIO, LLC

CE TRADEMARK, LLC



By: Brandon Alford

By: Tarik Brooks

Title: Founder, Creative Director

Title: President

EXHIBIT A

LOVE (stylized), U.S. Ser. No. 90458035



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