

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM672463

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The California College Bowl Company Inc.		07/29/2021	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Honda Motor Co. Ltd.		
Street Address:	1-1, 2 Chome, Minami-Aoyama, Minato-Ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	107-8556		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3876322	CAMPUS ALL-STAR CHALLENGE	
CORRESPONDENCE DATA			
Fax Number:	2127986307		
<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:	2123260443		
Email:	dfinguerra-ducharme@pryorcashman.com		
Correspondent Name:	Dyan Finguerra-DuCharme		
Address Line 1:	Pryor Cashman LLP		
Address Line 2:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	18223.00724		
DOMESTIC REPRESENTATIVE			
Name:	Dyan Finguerra-DuCharme		
Address Line 1:	Pryor Cashman LLP		
Address Line 2:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Dyan Finguerra-DuCharme		
SIGNATURE:	/dfinguerra-ducharme/		

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DATE SIGNED:	09/03/2021
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Total Attachments: 2
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PARTIAL ASSIGNMENT

This Partial Assignment Agreement (the "Agreement"), when signed by the Parties below, is made and entered into effective as of July 29, 2021 ("Effective Date") by and between The California College Bowl Company, Inc., a California corporation, with an address of 5950 Canoga Avenue, Suite 260, Woodland Hills, California 91367 ("Assignor"), on the one hand, and Honda Motor Co., Ltd., a corporation organized under the laws of Japan, with an address of 1-1, 2-Chome, Minami-Aoyama, Minato-Ku, Tokyo, Japan 107-8556 ("Assignee"), on the other hand. Assignor and Assignee may be collectively referred to as the "Parties," and individually as a "Party."

WHEREAS, Assignor owns U.S. Trademark Registration No. 3,876,322 in Class 41 for the mark CAMPUS ALL-STAR CHALLENGE (the "Mark"); and

WHEREAS, Assignor now desires to assign to Assignee fifty percent (50%) of the right, title and interest in and to the Mark, together with the related goodwill, and Assignee desires to acquire from Assignor fifty percent (50%) of its right, title and interest in, and to the Mark, together with the related goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignor hereby assigns, transfers, conveys and grants to Assignee, its successors, assigns and legal representatives forever, fifty percent (50%) of Assignor's entire right, title and interest in and to the Mark, all of the foregoing throughout the world in perpetuity, together with the goodwill associated therewith and that part of the Assignor's business connected with the use thereof and symbolized thereby, and Assignor's other rights, privileges and priorities provided under state and federal law of the United States, and under the laws of any and all foreign jurisdictions with respect to the Mark, including without limitation, Assignor's common law rights and rights under the laws of unfair competition, and rights of action at law and suits in equity to recover for past infringements of the Mark currently known to Assignor as of the date hereof or that may become known after the date of this Agreement (the "Transferred Rights"), and Assignor's rights with respect to renewals, reissues, and extensions for the Mark throughout the world, or other legal protections pertaining to the Transferred Rights;

2. Assignor hereby covenants that:


- a. Assignor has the full right to convey the fifty percent (50%) interest assigned by this Agreement and has not conveyed any interest in or right to the Mark to any third party; and
- b. Assignor will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to Assignor respecting the Transferred Rights, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the registration in said Assignee, its successors and assigns, and generally do everything possible to aid Assignee, its successors

and assigns, to obtain and enforce proper trademark protection for the Mark in the United States and any foreign country.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the Effective Date.

ASSIGNOR:

The California College Bowl Company, Inc.

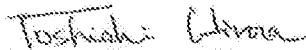
By: 

Name: Richard Reid

Title: President

ASSIGNEE:

Honda Motor Co., Ltd.

By: 

Name: Toshiaki Hirota

Title: GM Intellectual Property Division