

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM676071

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ThreeSixty Brands Group LLC		09/22/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	F.A.O. Schwarz Family Foundation		
<b>Street Address:</b>	114 West 47th Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	Trust: NEW YORK		
<b>Composed Of:</b>	<ul style="list-style-type: none"> <li>• Alex Millard, UNITED STATES, INDIVIDUAL</li> <li>• Caroline S. Schastny, UNITED STATES, INDIVIDUAL</li> <li>• Eliza Ladd Schwarz, UNITED STATES, INDIVIDUAL</li> <li>• Eric Schwarz, UNITED STATES, INDIVIDUAL</li> <li>• Rae Schwarz, UNITED STATES, INDIVIDUAL</li> <li>• Molly Wing-Berman, UNITED STATES, INDIVIDUAL</li> </ul>		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90264732	F·A·O·M·G!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8183324205		
<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>			
<b>Phone:</b>	818-654-8841		
<b>Email:</b>	trademarks@avynolaw.com		
<b>Correspondent Name:</b>	Jennifer Hamilton		
<b>Address Line 1:</b>	6345 Balboa Blvd		
<b>Address Line 2:</b>	Suite 312		
<b>Address Line 4:</b>	Encino, CALIFORNIA 91316		
<b>NAME OF SUBMITTER:</b>	Jennifer Hamilton		
<b>SIGNATURE:</b>	/Jennifer Hamilton/		
<b>DATE SIGNED:</b>	09/22/2021		

OP \$40.00 90264732

**Total Attachments: 1**

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## TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of this 22<sup>nd</sup> day of September, 2021 by ThreeSixty Brands Group LLC, a Delaware Limited Liability Company, having a principal place of business at 7755 Irvine Center Drive, Suite 100, Irvine, CA 92618 ("Assignor") and F.A.O. Schwarz Family Foundation, a New York Charitable Trust, having its principal offices at 114 West 47th St., New York, NY 10036 ("Assignee").

WHEREAS, Assignor and Assignee are parties to a License Agreement dated September 21, 2016, as amended by Amendment No. 1 dated October 31, 2016 (the "License Agreement") under which Assignor acquired from Assignee a perpetual, worldwide, irrevocable, exclusive right and license to use the trademarks "FAO<sup>®</sup>" and "FAO Schwarz<sup>®</sup>" in connection with Assignor's business;

WHEREAS, Assignor applied for registration of the mark FAOMG! (Stylized) with the United State Patent and Trademark Office, which application is US Serial No. 90264732 (the "Mark"); and

WHEREAS, Assignee is entitled under the License Agreement own to all right, title and interest in and to said Mark.

NOW, THEREFORE, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to said Mark together with the (1) goodwill of the business symbolized by said Mark and (2) any future registrations of said Mark.

Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Assignment, as of the day and year first written above.

**ASSIGNOR**

By:   
Adam Gromfin (Cap. ID. 9923 2019 0001)

Adam Gromfin  
President and General Counsel  
ThreeSixty Brands Group LLC