

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900638440

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pernod Ricard USA, LLC		11/19/2020	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Rockefeller Philanthropy Advisors, Inc.
Street Address:	6 West 48th Street, 10th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	90085329	ENGAGE RESPONSIBLY
Serial Number:	90263318	#ENGAGERESPONSIBLY
Serial Number:	90263324	CLEAN UP HATE
Serial Number:	90263332	#CLEANUPHATE
Serial Number:	90274965	HATE FOOTPRINT
Serial Number:	90285070	ANTI-HATE CERTIFIED ENGAGERESPONSIBLY.OR
Serial Number:	90285077	#ENGAGERESPONSIBLY
Serial Number:	90297875	ROI RETURN ON RESPONSIBILITY
Serial Number:	90297880	UGE USER GENERATED ESCALATION

CORRESPONDENCE DATA

Fax Number: 2125215450

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.

Phone: (212) 549-0346

Email: dcohen@reedsmith.com

Correspondent Name: Darren B. Cohen

Address Line 1: Reed Smith LLP

Address Line 2: 599 Lexington Avenue

Address Line 4:	New York, NEW YORK 10022
NAME OF SUBMITTER:	Darren B. Cohen
SIGNATURE:	/Darren B. Cohen/
DATE SIGNED:	09/27/2021
Total Attachments: 3 source=Trademark Assignment - Pernod Ricard to Rockefeller#page1.tif source=Trademark Assignment - Pernod Ricard to Rockefeller#page2.tif source=Trademark Assignment - Pernod Ricard to Rockefeller#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”) is made as of November 19, 2020, by and between **Pernod Ricard USA, LLC**, with registered offices at 250 Park Avenue, New York, NY 10177 (the “Assignor”), and **Rockefeller Philanthropy Advisors, Inc.**, with registered offices at 6 West 48th Street, New York, NY 10036 (the “Assignee”).

WHEREAS, prior to the execution of this Assignment, Assignor and Assignee have executed an Agreement dated on or about November 19, 2020, which provides, among other things, for the assignment of Assignor’s Trademarks (as defined below) to Assignee, which assignment this Trademark Assignment is intended to confirm; and

WHEREAS, Assignor is the owner, on a worldwide basis, of all right, title and interest in and to the trademarks. and the corresponding U.S. registrations and/or applications for registration of such trademarks, set forth on Exhibit 1 (collectively, the “Trademarks”), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties agree as set forth below.

1) Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), together with all causes of action for any and all previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds to any such infringements, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

2) The parties hereby confirm that the Trademarks listed on Exhibit 1, including any pending applications to register, are being assigned as part of the sale of the portion of Assignor’s business to which such Trademarks pertain, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060.

3) Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office, and in any applicable jurisdictions outside the United States, to record the transfer to Assignee of all the U.S. registrations and/or applications for registration set forth on Exhibit 1, as assignee of Assignor’s entire right, title and interest therein. Assignor agrees to further execute any documents

reasonably necessary to effectuate this assignment or to confirm Assignee's ownership of the Trademarks.

4) This Assignment shall be binding upon and inure to the benefit of Assignor and Assignee and their respective heirs, successors and assigns.

IN WITNESS WHEREOF, the parties hereto have executed this Confirmatory Trademark Assignment as of the date first above written.

ASSIGNOR:

Pernod Ricard USA, LLC

By: *EMC*
Eric McCormick (Nov 19, 2020 17:33 EST)

Name: Eric McCormick

Title: Assistant Secretary

ASSIGNEE:

Rockefeller Philanthropy Advisors, Inc.

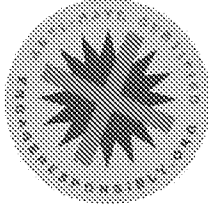

By: *M. Berman*

Name: Mirga A. Berman

Title: President & CEO

Exhibit 1

TRADEMARKS

Mark	Status	Application Date Application No.	International Classes
ENGAGE RESPONSIBLY	Pending	Jul-31-2020 90085329	Classes 9, 38, 41, 42 and 45
#ENGAGERESPONSIBLY	Pending	Oct-19-2020 90263318	Classes 9, 38, 41, 42 and 45
CLEAN UP HATE	Pending	Oct-19-2020 90263324	Classes 9, 38, 41, 42 and 45
#CLEANUPHATE	Pending	Oct-19-2020 90263332	Classes 9, 38, 41, 42 and 45
HATE FOOTPRINT	Pending	Oct-23-2020 90274965	Class 35
ANTI-HATE CERTIFIED ENGAGERESPONSIBLY.ORG 	Pending	Oct-28-2020 90285070	Class 35
#ENGAGERESPONSIBLY 	Pending	Oct-28-2020 90285077	Class 9, 35, 38, 4, 42, 45
ROI RETURN ON RESPONSIBILITY	Pending	Nov-4-2020 90297875	Class 35
UGC USER GENERATED ESCALATION	Pending	Nov-4-2020 90297880	Class 35