

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM682781

<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>
Hidden Crown LLC		04/20/2021	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BIG IP OPCO, LLC		
<b>Street Address:</b>	631 N. 400 W.		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84103		
<b>Entity Type:</b>	Limited Liability Company: UTAH		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5324355	DAYDREAM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7543001501		
<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>	754-300-1500		
<b>Email:</b>	info@conceptlaw.com		
<b>Correspondent Name:</b>	THE CONCEPT LAW GROUP		
<b>Address Line 1:</b>	6400 N. ANDREWS AVE		
<b>Address Line 2:</b>	SUITE 500		
<b>Address Line 4:</b>	FORT LAUDERDALE, FLORIDA 33309		
<b>NAME OF SUBMITTER:</b>	Robert C. Kain		
<b>SIGNATURE:</b>	/Robert C. Kain/		
<b>DATE SIGNED:</b>	10/21/2021		
<b>Total Attachments: 3</b>			
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OP \$40.00 5324355

## BIG TRADEMARK ASSIGNMENT

This BIG Trademark Assignment (this "Assignment") is made effective as of April 20, 2021 (the "Effective Date"), by Hidden Crown, a Delaware limited liability company, with its principal place of business at 631 N 400 W., Salt Lake City, Utah 84103 ("Assignor") and BIG IP OpCo, LLC, a Utah limited liability company, with its principal place of business at 631 N. 400 W., Salt Lake City, Utah 84103 ("Assignee").

### RECITALS

A. Assignor is the owner of the trademarks identified in Exhibit A, attached hereto (herein collectively the "Trademarks").

B. Assignee desires to obtain, and Assignor desires to transfer and assign to Assignee, all of Assignor's right, title and interest in and to the Trademarks according to the terms of this Assignment.

NOW, THEREFORE, in consideration of the covenants and agreements contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Section 1. Assignment. Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors, assigns and legal representatives, and Assignee hereby assumes, the Assignor's entire worldwide right, title and interest in and to the Trademarks, including, without limitation, all associated goodwill, all common law rights, all rights of priority in any country as may now or hereafter be granted to it by law, all applications, renewals, registrations, substitutions, continuations, extensions and foreign counterparts thereof, and all other corresponding rights that are or may be secured under the laws of the United States, any foreign country or jurisdiction or any multilateral organization, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, all claims for damages and the right to sue for, collect, settle or release any past, present or future infringement, misuse or misappropriation of any of the Trademarks, in each case for Assignee's own use and enjoyment, and for the use and enjoyment 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 had not been made.

Section 2. Assistance. From time to time, as and when requested by Assignee, Assignor shall execute and deliver, or cause to be executed and delivered, all documents and instruments and shall take, or cause to be taken, all further or other actions as Assignee may reasonably deem necessary or desirable to consummate the transactions contemplated by this Assignment, including, executing and delivering to Assignee such assignments, deeds, bills of sale, consents, powers of attorney, declarations, affidavits and other instruments as Assignee or its counsel may reasonably request as necessary or desirable for such purpose.

Section 3. Counterparts. This Assignment may be executed in any number of original, facsimile or portable document format (pdf) counterparts, each of which when so executed and delivered shall be an original, but all of which together shall constitute one instrument.

Section 4. GOVERNING LAW. THIS ASSIGNMENT WILL BE GOVERNED BY AND CONSTRUED AND INTERPRETED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE STATE OF UTAH, WITHOUT GIVING EFFECT TO ANY CONFLICTS OF LAW RULE OR PRINCIPLE THAT MIGHT RESULT IN THE APPLICATION OF THE LAWS OF ANOTHER JURISDICTION.

IN WITNESS WHEREOF, the undersigned, being duly authorized action on behalf of Assignor and Assignee have executed this Assignment as of the Effective Date.

Assignor

Signature:



Printed Name:

Tara Hayne

Title:

Group VP PTC Brands

Assignee

Signature:



Printed Name:

Simon Schemm

Title:

LP Manager

