

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM684275

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Echo LLC		10/22/2021	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Live Nation Worldwide, Inc.		
Street Address:	9348 Civic Center Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5315601	THE ECHO	
Registration Number:	4062882	THE ECHO	
Registration Number:	5290844	ECHOPLEX	
Registration Number:	4062879	ECHOPLEX	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	trademarks@livenation.com		
Correspondent Name:	Ellie Schwimmer		
Address Line 1:	9348 Civic Center Drive		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
NAME OF SUBMITTER:	Ellie Schwimmer		
SIGNATURE:	/ES/		
DATE SIGNED:	10/28/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK AGREEMENT ("Agreement"), effective as of October 22, 2021, is made by and between The Echo LLC, a California limited liability company ("Assignor"), and Live Nation Worldwide, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor owns of all trademark rights in the marks identified in Exhibit A as well as the federal applications and registrations identified therein ("the "Trademarks");

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the Trademarks pursuant to the terms of this Agreement.

NOW, THEREFORE, in consideration of mutual promises contained herein and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys exclusively to Assignee and its successors all of Assignor's right, title and interest in and to the Trademarks, including all statutory and common law rights in and to the Trademarks, all goodwill symbolized by or otherwise associated with the Trademarks, all listed application and registration for the Trademarks and all extensions and renewals thereof, and the right to sue, make claims, and recover damages for any past, presents or future infringement of the Trademarks; all of such right, title and interest to be held and enjoyed by Assignee to the same extent as they would have been held and enjoyed by Assignor had this Assignment not been made. Assignor further agrees to execute and deliver to Assignee, its successors and assigns, such other and further assignments, instruments and documents as Assignee reasonably may request from time to time for the purpose of establishing, registering, evidencing, enforcing or defending Assignee's ownership of all rights, titles and interest of every kind and nature whatsoever in and to the Trademarks.

It is expressly understood and agreed that Assignee shall be entitled to record this Assignment with the U.S. Patent & Trademark Office and take such other actions as it deems necessary to effect the transfer of ownership contemplated by this Assignment.

IN WITNESS WHEREOF, the parties have duly executed this Agreement as of the effective date first written above.

ASSIGNOR:

THE ECHO LLC

By: _____

Michael Rowles
President



ASSIGNEE:

LIVE NATION WORLDWIDE, INC.

By: _____

Michael Rowles
EVP, General Counsel and Secretary

EXHIBIT A

Trademark	Country	Class	Application Number/ Application Date	Registration Number/Registration Date
THE ECHO	United States of America	41	87357910 March 3, 2017	5315601 October 24, 2017
	United States of America	41	85295499 April 14, 2011	4062882 November 29, 2011
ECHOPLEX	United States of America	41	87357984 March 3, 2017	5290844 September 19, 2017
	United States of America	41	85295467 April 14, 2011	4062879 November 29, 2011