

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM687236

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|------------------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 10/25/2021 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------------|----------|----------------|-----------------------|
| Barstool Sports, Inc. | | 10/25/2021 | Corporation: DELAWARE |

RECEIVING PARTY DATA

| | |
|------------------------|-----------------------------|
| Name: | BULLDOZER PRODUCTIONS, INC. |
| Street Address: | 7801 FOLSOM BLVD STE 202 |
| City: | Sacramento |
| State/Country: | CALIFORNIA |
| Postal Code: | 95826 |
| Entity Type: | Corporation: CALIFORNIA |

PROPERTY NUMBERS Total: 18

| Property Type | Number | Word Mark |
|----------------|----------|-----------------------------------|
| Serial Number: | 88194643 | CALL HER DADDY |
| Serial Number: | 88194540 | CALL HER DADDY |
| Serial Number: | 88813734 | CALL HER DADDY |
| Serial Number: | 88810243 | DEGRADE ME |
| Serial Number: | 88392827 | DEGRADE ME |
| Serial Number: | 88813830 | WEDNESDAYS ARE FOR CALL HER DADDY |
| Serial Number: | 88392833 | VOODOO CLAM |
| Serial Number: | 88813812 | EXTRA LUBE |
| Serial Number: | 88726671 | I AM UNWELL |
| Serial Number: | 88726678 | I AM UNWELL |
| Serial Number: | 88813792 | I AM UNWELL |
| Serial Number: | 88610039 | DADDY GANG |
| Serial Number: | 88813768 | THAT'S SO DADDY |
| Serial Number: | 88817786 | DADDY |
| Serial Number: | 88813721 | DEGRADE ME |
| Serial Number: | 88817774 | WEDNESDAYS ARE FOR CALL HER DADDY |
| Serial Number: | 88813748 | WAITING FOR WEDNESDAY |
| Serial Number: | 88392834 | COOCH GOBBLER |

OP \$465.00 88194643

CORRESPONDENCE DATA**Fax Number:** 2127686800*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:** 2127685367**Email:** usptotrademarks@dentons.com**Correspondent Name:** Dentons US LLP**Address Line 1:** P.O. Box # 1302**Address Line 4:** Chicago, ILLINOIS 60606-1080

| | |
|---------------------------|-----------------|
| NAME OF SUBMITTER: | Melissa Schombs |
|---------------------------|-----------------|

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|-------------------|------------------|
| SIGNATURE: | /melissaschombs/ |
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|---------------------|------------|
| DATE SIGNED: | 11/10/2021 |
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Total Attachments: 5

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INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT ("Assignment") is entered into effective as of the last date signed below ("Effective Date") by and between Barstool Sports, Inc. ("Assignor") and BULLDOZER PRODUCTIONS INC. ("Assignee").

Pursuant to its obligations under that certain Term Sheet entered into by the Parties dated as of May 22, 2020 (the "Term Sheet"), Assignor hereby sells, assigns, transfers, and relinquishes to Assignee, its successors and assigns, all right, title and interest in and to all intellectual property rights in existence as of the date hereof that are directly arising from the podcast CALL HER DADDY (and its related merchandise), including all trademarks (common law, applications, registrations) and goodwill associated therewith, catch phrases, logos, domain names, social media accounts, RSS Feed access, format (only to the extent protectible under US copyright law), and copyrights in such episodes (including, without limitation, all such rights in all master recordings, audio only and/or audio-visual materials) (collectively, the "CHD IP"). The CHD IP being assigned hereunder shall include all trademark rights in those trademark applications and registrations set forth in Schedule 1 attached hereto. The parties hereto acknowledge that Assignee is a successor to the portion of Assignor's business associated with the CHD IP being assigned hereunder.

Notwithstanding the foregoing, the parties agree that pursuant to the Term Sheet, Assignor shall retain all rights in CALL HER DADDY related trademarks (and all applications and/or registrations therefor and the portion of the business associated therewith) for use in connection with alcoholic products.

Assignor hereby agrees to execute upon the request of Assignee such additional documents as are necessary to register and otherwise give full effect to the rights of the Assignee under this Assignment in and to the CHD IP, including all documents necessary to record in the name of the Assignee the assignment of the trademarks with the United States Patent and Trademark Office or the corresponding entity in any other country.

This Assignment shall be construed and interpreted in accordance with the Term Sheet. Nothing in this Assignment shall, or shall be deemed to, modify or otherwise affect any provisions of the Term Sheet or affect or modify any of the rights or obligations of the parties under the Term Sheet. In the event of any conflict between the provisions hereof and the provisions of the Term Sheet, the provisions of the Term Sheet shall govern and control. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by all parties hereto. This Assignment and the performance hereunder shall be governed by and construed in accordance with the laws of the State of New York. This Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement. Signature pages transmitted by facsimile, e-mail or other electronic means shall be deemed to be originals.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

"ASSIGNOR"

"ASSIGNEE"

BARSTOOL SPORTS, INC.

BULLDOZER PRODUCTIONS, INC.

By: Paul Anderson

DocuSigned by:
By: Alexandra Cooper

Paul Anderson
Head of Business & Legal Affairs

Alexandra Cooper

Date: 10.25.2021

Date: 10/25/2021

SCHEDULE 1**REGISTERED – U.S.**

| Mark | Serial No. | Reg. No. | Goods/Services | Filing Date |
|--------------------------------------|-------------------|-----------------|--|--------------------|
| CALL HER DADDY | 88194643 | 5780945 | IC 41: entertainment services, namely, providing non-downloadable podcasts in the field of sports, entertainment, sex, politics and pop culture; entertainment services, namely, an ongoing multimedia program featuring news and information in the field of sports, entertainment, sex, politics and pop culture distributed via various platforms across multiple forms of transmission media | Nov. 14, 2018 |
| CALL HER DADDY | 88194540 | 6251899 | IC 25: clothing, namely t-shirts, shirts, tank tops, sweatshirts and headwear | Nov. 14, 2018 |
| CALL HER DADDY | 88813734 | 6136381 | IC 21: beer glasses; cocktail glasses; cups and mugs; drinkware; shot glasses; water bottles sold empty; whiskey glasses | Feb. 27, 2020 |
| DEGRADE ME | 88810243 | 6188627 | IC 41: entertainment services, namely, providing non-downloadable podcasts in the field of sports, entertainment, sex, politics and pop culture; entertainment services, namely, an ongoing multimedia program featuring news and information in the field of sports, entertainment, sex, politics and pop culture distributed via various platforms across multiple forms of transmission media | Feb. 25, 2020 |
| DEGRADE ME | 88392827 | 6290093 | IC 25: clothing, namely t-shirts, shirts, tank tops, sweatshirts and headwear | Apr. 19, 2019 |
| WEDNESDAYS ARE FOR CALL HER DADDY | 88813830 | 6147339 | IC 24: flags of textile or plastic | Feb. 27, 2020 |
| VOODOO CLAM | 88392833 | 5951816 | IC 25: clothing, namely t-shirts, shirts, tank tops, sweatshirts and headwear | Apr. 19, 2019 |
| EXTRA LUBE | 88813812 | 6235653 | IC 21: beer glasses; cocktail glasses; cups and mugs; drinkware; shot glasses; water bottles sold empty; whiskey glasses | Feb. 27, 2020 |

PENDING APPLICATIONS – U.S.

| Mark | Serial No. | Reg. No. | Goods/Services | Filing Date |
|-----------------|------------|----------|--|---------------|
| I AM UNWELL | 88726671 | n/a | IC 41: entertainment services, namely, providing non-downloadable podcasts in the field of sports, entertainment, sex, politics and pop culture; entertainment services, namely, an ongoing multimedia program featuring news and information in the field of sports, entertainment, sex, politics and pop culture distributed via various platforms across multiple forms of transmission media | Dec. 13, 2019 |
| I AM UNWELL | 88726678 | n/a | IC 25: clothing, namely t-shirts, shirts, tank tops, sweatshirts and headwear | Dec. 13, 2019 |
| I AM UNWELL | 88813792 | n/a | IC 04: candles; scented candles; perfumed candles | Feb. 27, 2020 |
| DADDY GANG | 88610039 | n/a | IC 41: entertainment services, namely, providing non-downloadable podcasts in the field of sports, entertainment, sex, politics and pop culture; entertainment services, namely, an ongoing multimedia program featuring news and information in the field of sports, entertainment, sex, politics and pop culture distributed via various platforms across multiple forms of transmission media | Sep. 9, 2019 |
| THAT'S SO DADDY | 88813768 | n/a | IC 25: clothing, namely t-shirts, shirts, tank tops, sweatshirts and headwear | Feb. 27, 2020 |
| DADDY | 88817786 | n/a | IC 14: jewelry | Mar. 2, 2020 |
| DEGRADE ME | 88813721 | n/a | IC 21: beer glasses; cocktail glasses; cups and mugs; shot glasses; water bottles sold empty; whiskey glasses; drinkware | Feb. 27, 2020 |

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| WEDNESDAYS ARE FOR CALL HER DADDY | 88817774 | n/a | IC 41: entertainment services, namely an ongoing multimedia program featuring news and information in the field of sports, entertainment, sex, politics and pop culture, distributed via various platforms across multiple forms of transmission media | Mar. 2, 2020 |
| WAITING FOR WEDNESDAY | 88813748 | n/a | IC 25: clothing, namely t- shirts, shirts, tank tops, sweatshirts and headwear | Feb. 27, 2020 |
| COOCH GOBBLER | 88392834 | n/a | IC 25: clothing, namely t- shirts, shirts, tank tops, sweatshirts and headwear | Apr. 19, 2019 |

PENDING APPLICATIONS – CANADA

| Mark | App No. | Reg. No. | Goods/Services | Filing Date |
|----------------|---------|----------|---|---------------|
| CALL HER DADDY | 2069429 | n/a | IC 21: Drinkware IC-24: Flags of textile or plastic | Dec. 9, 2020 |
| DADDY GANG | 1984305 | n/a | IC-25: Clothing, namely, t-shirts, shirts, tank tops, sweatshirts and headwear. IC-33:Alcoholic beverages except beers. IC-41:Entertainment services, namely, providing non-downloadable podcasts in the field of sports, entertainment, sex, politics and pop culture; Entertainment services, namely, an ongoing multimedia program featuring news and information in the field of sports, entertainment, sex, politics and pop culture, distributed via various platforms across multiple forms of transmission media. | Sep. 10, 2019 |
| CALL HER DADDY | 1984307 | n/a | IC-25: Clothing, namely, t-shirts, shirts, tank tops, sweatshirts and headwear. IC-33:Alcoholic beverages except beers. IC-41:Entertainment services, namely, providing non-downloadable podcasts in the field of sports, entertainment, sex, politics and pop culture; Entertainment services, namely, an ongoing multimedia program featuring news and information in the field of sports, entertainment, sex, politics and pop culture, distributed via various platforms across multiple forms of transmission media. | Sep. 10, 2019 |