

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM690297

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mars, Incorporated		11/22/2021	Corporation:
RECEIVING PARTY DATA			
Name:	Kinship Partners, Inc.		
Street Address:	190 3rd Ave,		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11217		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	90408377	THE WILDEST	
Serial Number:	90408370	THE WILDEST	
Serial Number:	90408381	THE WILDEST	
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:	mars.us.mp@effem.com		
Correspondent Name:	Mars, Incorporated		
Address Line 1:	930 West Evergreen Avenue		
Address Line 2:	Mars Goose Island		
Address Line 4:	Chicago, ILLINOIS 60642		
ATTORNEY DOCKET NUMBER:	KINSHIP		
NAME OF SUBMITTER:	Monica Granadillo		
SIGNATURE:	/Monica Granadillo/		
DATE SIGNED:	11/24/2021		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

Between Mars, Incorporated and Kinship Partners, Inc.

WHEREAS, Mars, Incorporated (“*Assignor*”), a Delaware corporation having an address at 6885 Elm St., McLean, VA 22101, U.S.A., has agreed to assign to Kinship Partners, Inc. (“*Assignee*”), a Delaware corporation having an address at 190 3rd Ave, Brooklyn, NY 11217, U.S.A., its successors, assigns, nominees, or other legal representatives, the entire right, title, interest, and goodwill in and to the trademarks/service marks identified on attached **Exhibit A** (collectively, the “*Trademarks*”).

WHEREAS, in order to effectuate Assignor’s assignment to Assignee of its entire rights, title and interests in and to the intellectual property of Assignor being sold to Assignee, Assignor is executing this instrument of assignment.

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, Assignor’s entire worldwide right, title and interest in and to, including, without limitation, any and all common law rights thereto, as well as the goodwill of the business symbolized by, the Trademarks.

Together with Assignor’s worldwide right, title and interest in and to each of the Trademarks, as well as the goodwill of the business associated with said Trademarks being assigned to Assignee, are the rights to police, monitor and enforce said Trademarks against any and all past and present infringements (including, without limitation, the right to sue for and collect damages caused by any such infringement) which may have occurred at any time in the unlimited past, up to the date of this present Assignment, together with any and all further privileges in the United States and throughout the world to establish use, ownership, and/or registration of the Trademarks.

Assignor hereby covenants and warrants that, with respect to each Trademark, it has the full right to convey the above-described right, title, interest and goodwill by this instrument, free of any encumbrances. Assignor further covenants and warrants that no other agreement has been or will be executed in conflict herewith.

Assignor agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer of rights, or to secure registration before the United States Patent and Trademark Office or any foreign Office, at Assignee’s expense, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Trademarks, again at Assignee’s expense.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States, to issue any and all trademark registrations, amended registrations and/or renewals that may be granted upon any application or petition for same, to Assignee, and/or Assignee’s successors and/or assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the United States Patent and Trademark Office.

Assignor has caused this instrument to be executed on this 22 day of November, 2021, effective 1 November 2021.

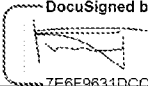
Mars, Incorporated (Assignor)

DocuSigned by:
Sophie Anger
By: EF89CF0650224A6
(signature)

Printed Name: Sophie Anger

Title: Associate General Counsel – Marketing Properties

Kinship Partners, Inc. (Assignee)

DocuSigned by:

By: 7E6F9634DCCA46E
(signature)

Printed Name: Tim Hirsch

Title: Secretary

MARS, INCORPORATED
EXHIBIT A

COUNTRY	MARK	Class(es)	APP. NO.	FILING DATE
United States of America	THE WILDEST	9	90408377	December 23, 2020
United States of America	THE WILDEST	41	90408370	December 23, 2020
United States of America	THE WILDEST	41, 43, 44, 45	90408381	December 23, 2020