

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM694847

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vivid Imaginations Limited		11/23/2021	Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Goliath IP Stichting		
Street Address:	Vijzelpad 80		
City:	Hattem		
State/Country:	NETHERLANDS		
Postal Code:	8051 KR		
Entity Type:	Foundation: NETHERLANDS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5235007	GENIE GIRLS	
Registration Number:	5837653	SPLISHIES	
CORRESPONDENCE DATA			
Fax Number:	2153214595		
<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>			
Phone:	215-321-6772		
Email:	maryl@uspatlaw.com		
Correspondent Name:	Eric A. LaMorte		
Address Line 1:	P.O. Box 434		
Address Line 4:	Yardley, PENNSYLVANIA 19067-8434		
NAME OF SUBMITTER:	Eric A. LaMorte		
SIGNATURE:	/Eric A. LaMorte/		
DATE SIGNED:	12/14/2021		
Total Attachments: 2			
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DEED OF ASSIGNMENT

THIS DEED OF ASSIGNMENT is made on November 23, 2021 ("**Effective Date**") between **Vivid Imaginations Limited** located at The Guildway, Ashbourne House, Old Portsmouth Rd, Guildford GU3 1LS, UK ("**Assignor**") and **Goliath IP Stichting**, a foundation under the laws of the Netherlands, located at Vijzelpad 80, 8051 KR Hattem, the Netherlands ("**Assignee**").



WHEREAS, under the terms of this Deed of Assignment, Assignor has conveyed, transferred, and assigned to Assignee, among other assets, certain trademarks of Assignor, and has agreed to execute and deliver this Deed of Assignment, for recording with the respective intellectual property and/or trademark offices.

NOW THEREFORE, the Assignor and Assignee agree as follows:

1. Assignment. In consideration of a sum of at least one U.S. dollar (\$1.00) and other good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee hundred percent (100%) of its right, title, and interest in the trademarks listed in **Schedule 1**, together with the goodwill of the business connected with the use of these marks, for the entire term of the registration and any extensions that may issue therefrom. The right, title, interest and goodwill conveyed in this Assignment is to be held and enjoyed by Assignee and its successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made. This assignment includes any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Governing Law. This Deed of Assignment shall be governed by laws of the Netherlands and the parties hereto exclusively submit to the jurisdiction of the court of Amsterdam.

IN WITNESS WHEREOF, the parties have executed this Agreement to be effective as of the Effective Date.

For Assignor: 	For Assignee: 
By: _____	By: _____
Name: Adar Golad	Name: Hans Osinga
Its: Director	Its: CLO
Date: 23 November 2021	Date: 23 November 2021

Schedule 1
Overview of IP Rights

TRADEMARK	TYPE	APPLICATION NUMBER	STATUS	DATE	OWNER	CLASS/ES
ANIMAGIC	Text mark	Valid	22/06/2009	3880906	Vivid Imaginations Limited	28
VIVID	Text mark	Valid	23/06/2009	3889298	Vivid Imaginations Limited	28
GENIE GIRLS	Text mark	Valid	05/05/2016	5235007	Vivid Imaginations Limited	28
SPLISHIES	Text mark	Valid	28/06/2018	5837653	Vivid Imaginations Limited	28
VIVID	Figurative mark	Valid	23/04/2018	5876286	Vivid Imaginations Limited	9, 16, 28