

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM706110

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900663657		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LiveArena Sports AB		05/28/2021	Limited Company: SWEDEN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LiveArena Technologies AB		
<b>Street Address:</b>	Nytorpsvägen 10		
<b>City:</b>	Stockholm		
<b>State/Country:</b>	SWEDEN		
<b>Postal Code:</b>	SE-100 61		
<b>Entity Type:</b>	Limited Company: SWEDEN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4748288	LIVEARENA	
<b>Registration Number:</b>	5719196	LIVEARENA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7709510993		
<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>	7709339500		
<b>Email:</b>	o.mazza@thip.law		
<b>Correspondent Name:</b>	Todd Deveau		
<b>Address Line 1:</b>	3200 Windy Hill Road, SE		
<b>Address Line 2:</b>	Suite 1600E		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30339		
<b>ATTORNEY DOCKET NUMBER:</b>	821226-9010		
<b>NAME OF SUBMITTER:</b>	Todd Deveau		
<b>SIGNATURE:</b>	/Todd Deveau/		
<b>DATE SIGNED:</b>	02/02/2022		
<b>Total Attachments: 7</b>			
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**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

January 07, 2022

PTAS

TODD DEVEAU  
3200 WINDY HILL ROAD, SE  
SUITE 1600E  
ATLANTA, GA 30339



900663657

United States Patent and Trademark Office  
Notice of Non-Recordation of an Assignment Document

The enclosed document has been examined and found non-recordable by the Assignment Recordation Branch of the U.S. Patent and Trademark Office. The reason(s) for non-recordation are stated below:

1. There is a discrepancy with the conveying party entity type. The cover sheet has Corporation but the document has limited company. There is a discrepancy with the receiving party entity type. The cover sheet has limited corporation but the document has limited company.

Documents being resubmitted for recordation must reflect the corrected information to be recorded, the Document ID number referenced above and all pages from this submitted document. The original date of filing of this assignment document will be maintained if resubmitted with the appropriate correction(s) by **Monday, February 7, 2022**, as outlined under 37 CFR 3.51. The resubmitted document must include a stamp with the official date of receipt under 37 CFR 3. Applicants may use the certified procedures under 37 CFR 2.197 or 2.198 for resubmission of the returned papers if they desire to have the benefit of the date of deposit in the United States Postal Service.

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**Document ID: 900663657**

**Access Code: 629K1X6NFEP8E2K**

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LAZENA MARTIN  
ASSIGNMENT RECORDATION BRANCH  
PUBLIC RECORDS DIVISION

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM695769

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>RESUBMIT DOCUMENT ID:</b>	900653367
<b>SEQUENCE:</b>	2

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
LiveArena Sports AB		05/28/2021	Corporation:

## RECEIVING PARTY DATA

<b>Name:</b>	LiveArena Technologies AB
<b>Street Address:</b>	Nytorpsvägen 10
<b>City:</b>	Stockholm
<b>State/Country:</b>	SWEDEN
<b>Postal Code:</b>	SE-100 61
<b>Entity Type:</b>	Limited Corporation: SWEDEN

## PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
<b>Registration Number:</b>	4748288	LIVEARENA
<b>Registration Number:</b>	5719196	LIVEARENA

## CORRESPONDENCE DATA

Fax Number: 7709510993

*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: 7709339500

Email: o.mazza@thip.law

Correspondent Name: Todd Deveau

Address Line 1: 3200 Windy Hill Road, SE

Address Line 2: Suite 1600E

Address Line 4: Atlanta, GEORGIA 30339

<b>ATTORNEY DOCKET NUMBER:</b>	821226-9010
<b>NAME OF SUBMITTER:</b>	Todd Deveau
<b>SIGNATURE:</b>	/Todd Deveau/
<b>DATE SIGNED:</b>	12/17/2021

Total Attachments: 6

**THIS ASSIGNMENT** is made this 5/28/2021 day of 2021

**BETWEEN**

**LiveArena Sports AB (company no 559163-0750)**, a Swedish limited company organised and existing under the laws of Sweden, of, of Virkesvägen 12, 120 30 Stockholm, Sweden (hereinafter called "the Assignor") of the one part

and

**LiveArena Technologies AB (company no 559295-8481)**, a Swedish limited company organised and existing under the laws of Sweden, of, P.O. Box 11208, 160 61 Stockholm, Sweden (hereinafter called "the Assignee") of the other part.

**WHEREAS**

- a. The Assignor is the Registered Proprietor of the Trade Mark Registrations details of which are set out in the schedule hereto (hereinafter referred to as "the Trade Marks").
- b. The Assignor has agreed to assign the Trade Marks to the Assignee for the consideration hereinafter appearing.

**NOW IT IS AGREED** as follows:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns the Trade Marks and all right, title and interest therein together with the goodwill symbolised in the Trade Marks and together with all rights of action, remedies, powers and benefits relating to the Trade Marks including the right to sue for damages for infringement occurring before the date of this Assignment.

**FURTHER ASSURANCE**







The Assignor undertakes that, at the request and expense of the Assignee, it will execute all such documents, forms and authorisations and depose to or swear any declaration or oath as may be necessary under the law of any country for completing the transfer to the Assignee of the full right, title and interest to any of the rights assigned by Clause 1.

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**APPLICABLE LAW AND JURISDICTION**

This Assignment and any dispute or claim arising out of or in connection with it shall be governed by and construed in accordance with the laws of Sweden and all disputes or claims arising out of or relating to this Assignment shall be subject to the exclusive jurisdiction of the Swedish Courts to which the parties irrevocably submit.

**THE SCHEDULE**








<b>COUNTRY</b>	<b>MARK</b>	<b>TRADE MARK NO.</b>	<b>CLASSES</b>	<b>FILING DATE</b>
Australia - International		1292963	Classes 9, 35, 38 and 41	13/10/2015
Australia - International		1319411	Classes 9, 35, 38 and 41	26/04/2016
Australia - International		1809799	Classes 9, 35, 38 and 41	26/04/2016
Canada	LiveArena	TMA 979048	Classes 9, 38 and 41	22/05/2012
Canada		TMA 1008429	Classes 9, 35, 38 and 41	13/10/2015
Canada		TMA 1008604	Classes 9, 35, 38 and 41	25/04/2016
Canada		TMA 1008605	Classes 9, 35, 38 and 41	25/04/2016
Canada	LIVEARENA	1868287	Classes 9, 38 and 42	16/11/2017
European Union	MYARENA	5347621	Classes 35, 38 and 42	02/10/2006
European Union	LIVE ARENA	10778975	Classes 9, 38 and 41	02/04/2012
European Union	LiveArena	10845121	Classes 9, 38 and 41	27/04/2012
European Union	LIVEARENA BROADCAST	13946058	Classes 9, 35, 38 and 41	13/04/2015
European Union	LIVEARENA SPORTS	13945993	Classes 9, 35, 38 and 41	13/04/2015

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European Union	LIVEARENA TV	13946108	Classes 9, 35, 38 and 41	13/04/2015
European Union		13946173	Classes 9, 35, 38 and 41	13/04/2015
European Union	LIVEARENA	17376542	Classes 9, 38 and 42	23/10/2017
European Union		17379553	Classes 9, 38 and 42	23/10/2017
European Union		17376815	Classes 9, 38 and 42	23/10/2017
Madrid Protocol	LIVEARENA BROADCAST	1292965	Classes 9, 35, 38 and 41	13/10/2015
Madrid Protocol	LIVEARENA SPORTS	1292964	Classes 9, 35, 38 and 41	13/10/2015
Madrid Protocol	LIVEARENA TV	1292962	Classes 9, 35, 38 and 41	13/10/2015
Madrid Protocol		1292963	Classes 9, 35, 38 and 41	13/10/2015
Madrid Protocol		1319411	Classes 9, 35, 38 and 41	26/04/2016
Madrid Protocol		1319410	Classes 9, 35, 38 and 41	26/04/2016
Norway	 LIVE arena	297404	Classes 9, 38 and 42	24/10/2017

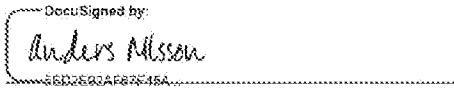
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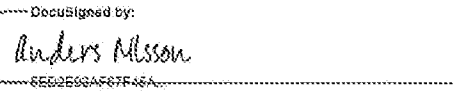
Norway - International		1292963	Classes 9, 35, 38 and 41	13/10/2015
Norway - International		1319411	Classes 9, 35, 38 and 41	26/04/2016
Norway - International		1319410	Classes 9, 35, 38 and 41	26/04/2016
Sweden	MYCHANNEL	377526	Classes 35 and 38	04/03/2005
Sweden		530071	Classes 9, 35, 38 and 41	10/11/2015
Switzerland - International	LiveArena	1368592	Classes 9, 38 and 41	23/03/2017
United States - International		1292963	Classes 9, 35, 38 and 41	13/10/2015
United States - International		1319411	Classes 9, 35, 38 and 41	26/04/2016
United States - International		1319410	Classes 9, 35, 38 and 41	26/04/2016
United States of America	LiveArena	4748288	Classes 9, 38 and 41	18/05/2012
United States of America	LIVEARENA	5719196	Classes 9, 38 and 42	29/12/2017
European Union	AI PRODUCER device	018473880	Classes 9, 38 and 42	17/05/2021



**IN WITNESS OF THE ABOVE** the parties have executed this Agreement with effect from the date written at the head of this Assignment.

Signed by  DocuSigned by:  
Anders Nilsson  
66D2E93AF82745A

For an on behalf of  
**LiveArena Sports AB**

Signed by  DocuSigned by:  
Anders Nilsson  
66D2E93AF82745A

For and on behalf of  
**LiveArena Technologies AB**