

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM715557

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CheePop Inc.		09/21/2020	exempted company with limited liability: CAYMAN ISLANDS
RECEIVING PARTY DATA			
Name:	Peoplefun, Inc.		
Street Address:	740 E. Campbell Road		
Internal Address:	Suite 1000		
City:	Richardson		
State/Country:	TEXAS		
Postal Code:	75081-6749		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	6180981	BRICKS N BALLS	
Registration Number:	6196085	BRICKS N BALLS	
Registration Number:	6180982		
Registration Number:	6196086		
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>			
Phone:	4153293022		
Email:	olivia@tyzlaw.com		
Correspondent Name:	Olivia M. Clavio		
Address Line 1:	4 Embarcadero Center, Floor 14		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	APPLOV-00244		
NAME OF SUBMITTER:	Olivia M. Clavio		
SIGNATURE:	/oclavio/		
DATE SIGNED:	03/21/2022		

OP \$115.00 6180981

Total Attachments: 1

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the “**Agreement**”), effective as of September 21, 2020 (the “**Effective Date**”), is entered into between, on the one hand, CheePop Inc. a Cayman Islands exempted company with limited liability having a principal place of business at 960 San Antonio Road, Palo Alto, CA 94303 (“**Assignor**”), and, on the other hand, Peoplefun, Inc., a Texas corporation having a principal place of business at 740 E. Campbell Road, Suite 100, Richardson, Texas 75081 (“**Assignee**”).

WHEREAS, Assignor is the owner of U.S. Registration Nos. 6180981 and 6196085 for the mark BRICKS N BALLS and U.S. Registration Nos. 6180982 and 6196086 for the mark set forth below in Schedule 1 attached hereto (collectively, the “**Marks**”),

WHEREAS, Assignor wishes to assign all of its right, title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all rights, including common law rights, title and interest in the United States, and all other countries and jurisdictions of the world in and to the Marks together with the goodwill of the business symbolized by the Marks and the portion of the business which is ongoing and existing to which the Marks pertain.

CHEEPOP INC.

By: _____
Name: _____
Title: _____

PEOPLEFUN, INC.

By: DocuSigned by:
Tony Goodman
Name: Tony Goodman
Title: President, CEO

Schedule 1

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