

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM723632

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Symonds Evans Media, LLC		10/08/2021	Limited Liability Company: COLORADO
RECEIVING PARTY DATA			
Name:	CF Entertainment, Inc.		
Street Address:	1925 Century Park East, 10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90653589	HBCU GO TV	
CORRESPONDENCE DATA			
Fax Number:	3102822200		
<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:	310-282-2000		
Email:	trademarks@loeb.com		
Correspondent Name:	David W. Grace		
Address Line 1:	Loeb & Loeb LLP		
Address Line 2:	10100 Santa Monica Blvd., Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
NAME OF SUBMITTER:	Aleson Clarke		
SIGNATURE:	/Aleson Clarke/		
DATE SIGNED:	04/25/2022		
Total Attachments: 4			
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OP \$40.00 90653589

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT (this "Assignment"), dated as of the [*], is made by Symonds Evans Media, LLC, dba HBCUGO.TV, a Colorado limited liability company, a Colorado limited liability company (the "Assignor"), in favor of CF Entertainment, Inc., a California corporation (the "Assignee").

WHEREAS, Assignor adopted, used and is using in its business certain trademarks, including, without limitation, those trademarks listed on Schedule A attached hereto (the "Marks");

WHEREAS, Assignor has a bona fide intent to use certain of the Marks on goods or services additional to those for which the Marks have already been used;

WHEREAS, Assignor registered and/or has pending applications to register the Marks, as more fully identified in Schedule A;

WHEREAS, on even date herewith, Assignor and Assignee, and the other parties signatory thereto, entered into that certain Asset Purchase Agreement (the "Purchase Agreement"), by which Assignor agreed to transfer to Assignee, among other things, all the assets and goodwill of the business to which the Marks pertain and Assignee will become a successor to Assignor in regard to that business upon the consummation of the transactions contemplated under the Purchase Agreement;

WHEREAS, the transactions contemplated under the Purchase Agreement were consummated on the date hereof; and

WHEREAS, Assignor wishes to transfer and assign all of its right, title and interest in and to the Marks and the goodwill thereof and in and to any pending applications for registration of the Marks, to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby agrees as follows:

1. Assignment of Marks. Assignor hereby irrevocably grants, transfers, conveys, assigns, and delivers to Assignee, its successors and assigns, to hold forever, without any reservation of rights, all of Assignor's right, title and interest, currently owned or hereinafter acquired, whether statutory or at common law, wherever located, in and to the Marks and registrations and applications relating thereto and any renewals thereof, together with the goodwill of the business symbolized thereby, currently owned or hereinafter acquired, and the right to bring suit and recover damages for past, present, and future infringement, dilution,

misappropriation, violation, unlawful imitation or breach thereof, and all rights of priority and protection of interests therein under the laws of any jurisdiction.

2. Further Assurances. From time to time, if necessary, each of the parties hereto shall execute and deliver all such further assignments or other instruments of conveyance and transfer as the other party may reasonably request to accomplish and record this Assignment.

3. Power of Attorney. Assignor authorizes the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable country outside the United States, to record this Assignment and Assignee as the assignee and owner of any and all of Assignor's rights in the Marks.

4. Governing Law. This Assignment is governed by and construed in accordance with the laws of the State of California regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

5. Binding Effect. This Assignment shall be binding upon, inure to the benefit of, and be enforceable by, the parties hereto and their respective successors and assigns.


6. Counterparts. This Assignment may be executed in multiple counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument. The parties hereto agree and acknowledge that delivery of a signature by facsimile or .PDF shall constitute execution by such signatory.

{Signature Page Follows}

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first above written.

ASSIGNOR:

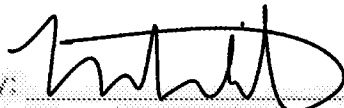
SYMONDS EVANS MEDIA, LLC,
a Colorado limited liability company

By: 
Name: Curtis Reynolds
Title: CEO

The foregoing Assignment is accepted as of the date first above written.

ASSIGNEE:

CF ENTERTAINMENT, INC.,
a California corporation

By: 
Name: Mark DeVitre
Title: Executive Vice President and
General Counsel

SCHEDULE A

MARKS TO BE ASSIGNED

1. HBCU GO TV
 - a. I(a) Applicant -- Symonds Evans LLC DBA HBCUGO.tv
 - b. SN 90653589
 - c. IC 038 -- Streaming of video material on the Internet. FIRST USE: 20181107.
FIRST USE IN COMMERCE: 20181107
 - d. Note: this application was filed April 18, 2021, and has not yet been assigned to a trademark examiner
- 2.

