

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM724978

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Universal International Music B.V.		11/26/2019	Besloten Vennootschap (B.V.):
RECEIVING PARTY DATA			
Name:	Universal Music Arts & Entertainment Limited		
Street Address:	4 Pancras Square		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	N1C 4AG		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	87663139	THE LONG ROAD	
Serial Number:	87661260	THE LONG ROAD	
Serial Number:	87661268	THE LONG ROAD	
Serial Number:	87663149	THE LONG ROAD	
CORRESPONDENCE DATA			
Fax Number:	3108651791		
<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:	310-865-1708		
Email:	brent.labarge@umusic.com		
Correspondent Name:	Brent S. LaBarge		
Address Line 1:	Universal Music Group		
Address Line 2:	2220 Colorado Avenue		
Address Line 4:	Santa Monica, CALIFORNIA 90404		
DOMESTIC REPRESENTATIVE			
Name:	Brent S. LaBarge		
Address Line 1:	Universal Music Group		
Address Line 2:	2220 Colorado Avenue		
Address Line 4:	Santa Monica, CALIFORNIA 90404		

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NAME OF SUBMITTER:	Brent S. LaBarge
SIGNATURE:	/Brent S. LaBarge/
DATE SIGNED:	04/29/2022
Total Attachments: 3 source=ULIVE - THE LONG ROAD Assignment UIMBV to UMAE 26.11.19#page1.tif source=ULIVE - THE LONG ROAD Assignment UIMBV to UMAE 26.11.19#page2.tif source=ULIVE - THE LONG ROAD Assignment UIMBV to UMAE 26.11.19#page3.tif	

TRADEMARK ASSIGNMENT

^{November}~~September 26~~ This trademark assignment (this "Assignment") is made and entered into effective as of ~~September 26~~, 2019, by and between **Universal International Music B.V.** ("Assignor"), a besloten vennootschap organized under the laws of the Netherlands, as assignor, in favor of **Universal Music Arts & Entertainment Limited** ("Assignee"), a private limited company organized under the laws of the United Kingdom, as assignee, with reference to the following facts and circumstances:

RECITALS

WHEREAS, Assignor owns all right, title and interest in and to the THE LONG ROAD trademarks and service marks, and all combinations and variations thereof and all logos associated therewith, together with all applications and registrations therefor (collectively, the "Marks"), including, without limitation, the applications and registrations therefor listed in Schedule 1 attached hereto;

WHEREAS, Assignor is assigning the pending applications for the Marks as part of the entire business to which the Marks pertain as required by 15 U.S.C. § 1060; and

WHEREAS, Assignee is the successor of the ongoing and existing business to which the Marks pertain and desires to acquire all of Assignor's right, title and interest in and to the Marks and Copyrights.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignment of Trademarks. Assignor hereby transfers, conveys, assigns and delivers to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business associated therewith throughout the world and all common law and statutory right, title and interest in and to the Marks, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition, interference and/or cancellation proceedings for protection of the Marks, and all products, proceeds and revenues arising from or relating to any and all of the foregoing. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for trademark and service mark registration in connection with the Marks, and to secure in its own name the registrations granted thereon throughout the world. Assignor agrees to provide all assistance reasonably requested by Assignee in the establishment, recordation and enforcement of Assignee's rights in and to the Marks.

IN WITNESS WHEREOF, Assignor and Assignee have executed and entered into this Assignment as of the date first written above.

Executed on behalf of
ASSIGNOR
Universal International Music B.V.

N.P. van den Hoven ~~Director~~ Special Authorized
By: ~~N.P. van den Hoven~~ / R.J. Leen
Position: ~~Director~~ / Special Authorized
Signatory

Signature of Witness

Susie Peterson
Witness Name:
Witness Address:
15 Grove Lane, B0
1219 E.W. Highway
The Netherlands

Executed on behalf of
ASSIGNEE
Universal Music Arts & Entertainment
Limited

Adam Barker + David Sharpe
By: ADAM BARKER + DAVID SHARPE
Position: DIRECTORS

Signature of Witness

E. J. Bell
Witness Name: ELSPETH ELLIOTT
Witness Address: STASHVALE ROAD,
LONDON,
SW17 8PW

SCHEDULE 1

The Marks

Country	Mark	Classes	App. No.	Reg. No.
United States of America	THE LONG ROAD	9	87663139	
United States of America	THE LONG ROAD	18	87661260	
United States of America	THE LONG ROAD	25	87661268	
United States of America	THE LONG ROAD	41	87663149	
European Union	THE LONG ROAD	9, 18, 25, 41	016642407	016642407