

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM736074

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cult of 8, Inc.		06/18/2022	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Field Day, LLC		
Street Address:	8940 Carmel Valley Road		
City:	Carmel		
State/Country:	CALIFORNIA		
Postal Code:	93923		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3864793	ALIAS	
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:	212-790-9200		
Email:	trademark@c11.com		
Correspondent Name:	Joel Karni Schmidt		
Address Line 1:	114 West 47th Street		
Address Line 4:	New York, NEW YORK 10036-1525		
NAME OF SUBMITTER:	Joel Karni Schmidt / Dasha Chestukhin		
SIGNATURE:	/Dasha Chestukhin/		
DATE SIGNED:	06/21/2022		
Total Attachments: 1			
source=Cult of 8, Inc. to Field Day, LLC - Confirmatory Assignment#page1.tif			

OP \$40.00 3864793

Confirmatory Trademark Assignment

This Confirmatory Trademark Assignment is made between Cult of 8, Inc. ("Assignor") and Field Day, LLC ("Assignee").

WHEREAS, Assignor used the mark ALIAS (the "Trademark") and is the record owner of U.S. Reg. No. 3,864,793 therefor; and

WHEREAS, Assignee acquired all rights, title and interest in and to the Trademark together with the goodwill of the business with which the Trademark is associated; and

WHEREAS, Assignor and Assignee wish to confirm the acquisition of the Trademark and registration therefor by Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby confirms that it has assigned and transferred and does hereby assign and transfer, to Assignee, all rights, title and interest in and to the Trademark, including the registration therefor, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

IN WITNESS WHEREOF, Assignor has caused this Confirmatory Trademark Assignment to be executed and delivered effective as of June 18, 2022.

CULT OF 8, INC.

DocuSigned by:

By:



Name: Gregory Ahn

Title: President & CEO