

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM740787

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Big Big Holding, LLC		07/06/2022	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Soft Reality, Inc.		
<b>Street Address:</b>	P.O. Box 5006		
<b>City:</b>	Santa Barbara		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93150		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3823240	IT'S A BIG BIG WORLD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9175223147		
<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>	212.735.8647		
<b>Email:</b>	msegui@morrisoncohen.com		
<b>Correspondent Name:</b>	Fred H. Perkins		
<b>Address Line 1:</b>	909 Third Avenue 27th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	017215.0011(FHPerkins)		
<b>NAME OF SUBMITTER:</b>	Fred H. Perkins		
<b>SIGNATURE:</b>	/Fred H. Perkins/		
<b>DATE SIGNED:</b>	07/13/2022		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** (this “*Assignment*”), dated as of July 6, 2022 is made by Big Big Holding, LLC (“*Assignor*”), in favor of Soft Reality, Inc. (the “*Assignee*”).

**WHEREAS**, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademark set forth on the attached Schedule A and all goodwill associated therewith (the “*IP*”). Assignor wishes to assign its right, title and interest in and to the IP to Assignee, and Assignee wishes to assume such rights, title and interest.

**NOW, THEREFORE**, for good and valuable consideration provided by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns to Assignee, its successors and assigns, all of its right, title and interest in and to the IP together with (i) the goodwill of the business in connection with which the IP is used, (ii) the registrations therefor, in the United States, its territories and possessions and throughout the world as well as renewals and extensions of the registration that are or may be secured under the laws of the United States, its territories and possessions and throughout the world, (iii) all income, royalties, and damages hereafter due or payable to Assignor with respect to the IP, including without limitation, damages and payments for past or future infringements and misappropriations of the IP and (iv) all rights to sue for past, present and future infringements or misappropriations of the IP.

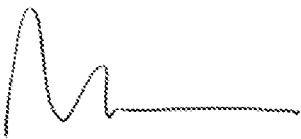
Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States of America, any similar authority with respect to the registration or application filed with any State authority and with respect to any foreign trademark or service mark or application or registration for such mark, the foreign equivalent, as the case may be, to record Assignee as owner of the IP and to issue any registration, including renewals thereof, to Assignee, its successors, assigns, nominees or other legal representatives. Assignor hereby represents and covenants that it has the full right to convey the entire interest herein assigned, and that it has not executed and will not execute any agreement in conflict with this Assignment.

*[Signature page follows]*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark and Patent Assignment to be duly executed as of the date first above written.

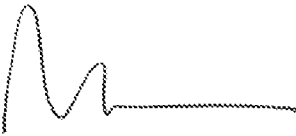
**ASSIGNOR:**

**Big Big Holding, LLC**

By:   
\_\_\_\_\_  
Mitchell Kriegman, Manager

**ASSIGNEE:**

**Soft Reality, Inc.**

  
By: \_\_\_\_\_  
Mitchell Kriegman, President

*[Signature page to trademark and patent assignment]*

**Schedule A**

Owner	Mark	Serial Number
Big Big Holding, LLC	IT'S A BIG BIG WORLD	3823240