

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM741920

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HUMBLE PIE PRODUCTIONS LIMITED		07/07/2022	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Studio Ramsay Global, LLC		
Street Address:	10201 WEST PICO BOULEVARD		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90035		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	5676723	24 HOURS TO HELL AND BACK	
Registration Number:	6523243	BANK BALANCE	
Registration Number:	6116824	BORN FAMOUS	
Registration Number:	6128468	BORN RICH	
Registration Number:	5511597	CULINARY GENIUS	
Registration Number:	5532698	CULINARY GENIUS	
Registration Number:	5511588	CULINARY GENIUS	
Registration Number:	6078323	GORDON RAMSAY UNCHARTED	
Serial Number:	97308705	GORDON RAMSAY'S FOOD STARS	
Serial Number:	97308860	GORDON RAMSAY'S FOOD STARS	
Registration Number:	6254795	GORDON RAMSAY'S FUTURE FOOD STARS	
Registration Number:	4953623	HUMBLE PIE PRODUCTIONS	
Registration Number:	5317521	STUDIO RAMSAY	
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:	310-369-2033		
Email:	FoxTrademarks@fox.com		

CH \$340.00 5676723

Correspondent Name: Fox Media LLC, Tirzah Lowe, Esq.
Address Line 1: 10201 WEST PICO BOULEVARD
Address Line 4: LOS ANGELES, CALIFORNIA 90035

ATTORNEY DOCKET NUMBER: 81414369

NAME OF SUBMITTER: Tirzah Lowe, Assistant Secretary

SIGNATURE: /tirzah lowe/

DATE SIGNED: 07/18/2022

Total Attachments: 5

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TRADEMARK ASSIGNMENT AGREEMENT

This Assignment, effective as of September 16, 2021, is between Humble Pie Productions Limited, a England and Wales private limited company with a principal place of business at 539-547 Wandsworth Road, London, United Kingdom, SW8 3JD ("Assignor"), and Studio Ramsay Global, LLC, a Delaware limited liability company with a principal place of business at 10201 West Pico Boulevard, Los Angeles, California, 90035, United States of America ("Assignee").

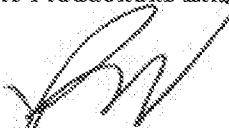
WHEREAS, Assignor wishes to transfer and assign to Assignee all rights, title and interest in and to the trademarks, those which are applied and registered as set forth in Scheduled A, attached hereto; (the "Marks"); and

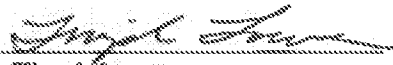
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, ratify and confirm that it has assigned to Assignee all rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and all rights of action and claims for past infringements thereof.

Assignor further promises to execute and deliver to Assignee all other documents reasonably requested by Assignee to perfect and vest in Assignee all of Assignor's rights, title and interest in and to the Marks.

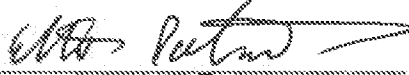
ACKNOWLEDGED AND AGREED
Humble Pie Productions Limited

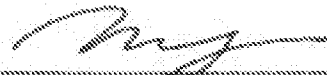
ACKNOWLEDGED AND AGREED
Studio Ramsay Global, LLC

By: 
Name: Robert Wade
Title: Director
Date: July 7, 2022

By: 
Name: Tirzah Lowe
Title: Assistant Secretary
Date: May 16, 2022

Witness


By: 
Name: Elliot Palatnik
Location: Los Angeles, CA, U.S.A.

By: 
Name: Motomi Yuen
Location: Los Angeles, California, U.S.A.

Schedule A

Mark Name	Mark Type	Mark Image	Country	Status	International Classes	Registration Number	Application Number
24 HOURS TO HELL AND BACK	Word		United States of America	Registered	41	5676723	87979406
BANK BALANCE	Word		European Union	Registered	9,16,25,28,41	018274883	018274883
BANK BALANCE	Word		United Kingdom	Registered	9,16,25,28,41	UK0003512602	UK0003512602
BANK BALANCE	Word		United Kingdom	Registered	9,16,25,28,41	UK00918274883	UK00918274883
BANK BALANCE	Word		United States of America	Registered	9,16,25,28,41	6523243	90082173
BANK BALANCE	Word & Device		United Kingdom	Registered	9,16,25,28,41	UK0003512638	UK0003512638
BANK BALANCE	Word & Device		United Kingdom	Registered	9,16,25,28,41	UK0003512687	UK0003512687
BORN FAMOUS	Word		European Union	Registered	41	018142968	018142968
BORN FAMOUS	Word		United Kingdom	Registered	41	UK0003398408	UK0003398408
BORN FAMOUS	Word		United Kingdom	Registered	41	UK00918142968	UK00918142968
BORN FAMOUS	Word		United States of America	Registered	41	0116624	88662929
BORN RICH	Word		European Union	Registered	9,41	018134217	018134217
BORN RICH	Word		United Kingdom	Registered	9,41	UK0003435218	UK0003435218
BORN RICH	Word		United Kingdom	Registered	9,41	UK00918134217	UK00918134217
BORN RICH	Word		United States of America	Registered	9,41	6128468	88674674

Mark Name	Mark Type	Mark Image	Country	Status	International Classes	Registration Number	Application Number
CULINARY GENIUS	Word		European Union	Registered	7, 8, 9, 16, 24, 29, 30, 32, 33, 41, 43	015634017	015634017
CULINARY GENIUS	Word		United Kingdom	Registered	41	UK00003220284	UK00003220284
CULINARY GENIUS	Word		United Kingdom	Registered	7, 8, 9, 16, 24, 29, 30, 32, 33, 41, 43	UK00915634017	UK00915634017
CULINARY GENIUS	Word		United States of America	Registered	7, 8, 9, 16, 24, 29, 30, 32, 33	5632698	87179254
CULINARY GENIUS	Word & Device		European Union	Registered	8, 16, 41	016609604	016609604
CULINARY GENIUS	Word & Device		United Kingdom	Registered	8, 16, 41	UK00916609604	UK00916609604
CULINARY GENIUS	Word & Device		United States of America	Registered	9, 16, 41	5511597	87579599
CULINARY GENIUS (Color)	Word & Device		European Union	Registered	9, 16, 41	016609588	016609588
CULINARY GENIUS (Color)	Word & Device		United Kingdom	Registered	9, 16, 41	UK00916609588	UK00916609588
CULINARY GENIUS (Color)	Word & Device		United States of America	Registered	9, 16, 41	5511598	87577922
GORDON RAMSAY UNCHARTED	Word		European Union	Registered	9, 41	018106504	018106504
GORDON RAMSAY UNCHARTED	Word		United Kingdom	Registered	9, 41	UK00003418568	UK00003418568
GORDON RAMSAY UNCHARTED	Word		United Kingdom	Registered	9, 41	UK00918106504	UK00918106504
GORDON RAMSAY UNCHARTED	Word		United States of America	Registered	9, 41	6078323	88573755

Mark Name	Mark Type	Mark Image	Country	Status	International Classes	Registration Number	Application Number
GORDON RAMSAY'S BANK BALANCE	Word & Device		United Kingdom	Registered	9, 16, 25, 28, 41	UK00003596265	UK00003596265
GORDON RAMSAY'S FOOD STARS	Word		Australia	Application	9, 41		2256036
GORDON RAMSAY'S FOOD STARS	Word		Canada	Application	9, 41		2172338
GORDON RAMSAY'S FOOD STARS	Word		European Union	Published	9, 41		018671550
GORDON RAMSAY'S FOOD STARS	Word		Mexico	Published	9		2712484
GORDON RAMSAY'S FOOD STARS	Word		Mexico	Published	41		2712485
GORDON RAMSAY'S FOOD STARS	Word		New Zealand	Application	9, 41		1205285
GORDON RAMSAY'S FOOD STARS	Word		United Kingdom	Application	9, 41		3765294
GORDON RAMSAY'S FOOD STARS	Word		United States of America	Application	9		97308705
GORDON RAMSAY'S FOOD STARS	Word		United States of America	Application	41		97308860
GORDON RAMSAY'S FUTURE FOOD STARS	Word		European Union	Registered	9, 16, 25, 41	018186179	018186179
GORDON RAMSAY'S FUTURE FOOD STARS	Word		United Kingdom	Registered	9, 16, 25, 41	UK00003459073	UK00003459073
GORDON RAMSAY'S FUTURE FOOD STARS	Word		United Kingdom	Registered	9, 16, 25, 41	UK00918186179	UK00918186179
GORDON RAMSAY'S FUTURE FOOD STARS	Word		United States of America	Registered	9, 16, 25, 41	6254795	68766343

Mark Name	Mark Type	Mark Image	Country	Status	International Classes	Registration Number	Application Number
HUMBLE PIE	Word		European Union	Registered	9,16,38,41	014689855	014689855
HUMBLE PIE	Word		United Kingdom	Registered	9,16,38,41	UK00914689855	UK00914689855
HUMBLE PIE PRODUCTIONS	Word		European Union	Registered	9,16,38,41	014689848	014689848
HUMBLE PIE PRODUCTIONS	Word		United Kingdom	Registered	35,38,41	UK00002589255	UK00002589255
HUMBLE PIE PRODUCTIONS	Word		United Kingdom	Registered	9,16,38,41	UK00914689848	UK00914689848
HUMBLE PIE PRODUCTIONS	Word		United States of America	Registered	35,38,41	4953623	85582938
STUDIO RAMSAY	Word		United Kingdom	Registered	35,38,41	UK00003063853	UK00003063853
STUDIO RAMSAY	Word		United States of America	Registered	41	5317521	86646289