

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM742758

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
FYF Op Co, LLC		07/20/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Coachella Music Festival, LLC		
<b>Street Address:</b>	425 W 11th St.		
<b>Internal Address:</b>	Suite 400		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90015		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3860143	FYF FEST	
<b>Serial Number:</b>	90622498	FYF FEST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	3233849527		
<b>Email:</b>	mkanach@aegpresents.com		
<b>Correspondent Name:</b>	Mike Kanach		
<b>Address Line 1:</b>	425 W 11th St.		
<b>Address Line 2:</b>	Suite 400		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90015		
<b>NAME OF SUBMITTER:</b>	Michael Kanach		
<b>SIGNATURE:</b>	/Michael Kanach/		
<b>DATE SIGNED:</b>	07/21/2022		
<b>Total Attachments: 3</b>			
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source=FYF Fest Trademark Assignment to CMF FX#page2.tif			

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**TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement is dated as of July 20, 2022, and is from FYF Op Co, LLC, a Delaware limited liability company ("Assignor") to Coachella Music Festival, LLC, a Delaware Limited Liability Company ("Assignee").

WHEREAS, Assignor has adopted, used and is using in the conduct of its business the trademarks "FYF" and "FYF FEST" (collectively, the "Festival Trademarks").

WHEREAS, Assignor has agreed to assign and convey to Assignee the Trademarks and their associated goodwill.

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

1. Assignment. Effective as of the Effective Date, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the Festival Trademarks, the trademark registrations and applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "Trademarks"), together with the goodwill of the business(es) connected with the use of, and symbolized by, the Trademarks; and with all claims arising out of or relating to the use or ownership of the Trademarks.
2. Recordation and Further Actions. Assignor authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, each party shall take such action (including, but not limited to, the execution, acknowledgment and delivery of assignments, instruments of transfer and conveyance, and other documents) as may be reasonably requested by the other party to evidence, perfect or effect the requesting party's rights as set forth in this Trademark Assignment. This Assignment may be executed via wet signatures or DocuSign and in one or more counterparts and delivered by email or by facsimile, each of which shall be deemed an original, but all of which together shall constitute one and the same agreement.

**[SIGNATURES ON NEXT PAGE]**

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment Agreement to be executed July 20, 2022.

ASSIGNOR:

FYF OP CO, LLC

DocuSigned by:  
By: Shawn Trell  
D65A47F71148458...  
Shawn Trell  
Its Authorized Representatives

ASSIGNEE:

COACHELLA MUSIC FESTIVAL, LLC

DocuSigned by:  
By: Shawn Trell  
D65A47F71148458...  
Shawn Trell  
Its Authorized Representative

## SCHEDULE 1

## ASSIGNED TRADEMARK REGISTRATIONS AND APPLICATIONS

## Trademark Registration

Mark	Jurisdiction	Registration Number	Registration Date
FYF FEST	United States	3860143	October 12, 2010

## Abandoned Trademark Application

Mark	Jurisdiction	Serial Number	Filing Date
FYF FEST	United States	90622498	April 3, 2021