

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM752907

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Future Festivals, LLC		05/31/2021	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Coachella Music Festival, LLC		
Street Address:	425 W. 11th Street		
Internal Address:	Suite 500		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90015		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5152823	DESERT TRIP	
Registration Number:	5178160	DESERT TRIP	
Registration Number:	5152925	DESERT TRIP	
Registration Number:	5111398	DESERT TRIP	
Registration Number:	5068785	DESERT TRIP	
Registration Number:	5068784	DESERT TRIP	
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:	2134303360		
Email:	david.steele@tuckerellis.com		
Correspondent Name:	David J. Steele		
Address Line 1:	515 South Flower Street		
Address Line 2:	42nd Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
NAME OF SUBMITTER:	David J. Steele		
SIGNATURE:	/David J. Steele/		
DATE SIGNED:	09/01/2022		

OP \$165.00 5152823

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is dated as of May 31, 2021 and is from Future Festivals, 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 "ARROYO SECO WEEKEND" and "DESERT TRIP" (collectively, the "Festival Trademarks").

WHEREAS, Assignor and Assignee have entered into that certain letter agreement dated as of April 9, 2021 by an among Assignor, Assignee and others (the "Letter Agreement") and the Assignment and Assumption Agreement by and among Assignor and Assignee whereby Assignor has agreed to assign and convey to Assignee certain assets including, without limitation, 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 I 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 February 14, 2022 with an intended effective as of May 31, 2021.

ASSIGNOR:

FUTURE FESTIVALS, LLC.

DocuSigned by:
By Shawn Trell
D85A47511448459
Shawn Trell
Its Authorized Representatives

ASSIGNEE:

COACHELLA MUSIC FESTIVAL, LLC

DocuSigned by:
By Shawn Trell
D85A47511448459
Shawn Trell
Its Authorized Representative

SCHEDULE 1

ASSIGNED TRADEMARK REGISTRATIONS AND APPLICATIONS

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date
ARROYO SECO WEEKEND	United States	5639880	December 25, 2018
DESERT TRIP	United States	5152823	February 28, 2017
DESERT TRIP	United States	5178160	April 4, 2017
DESERT TRIP	United States	5152925	February 28, 2017
DESERT TRIP	United States	5111398	December 27, 2016
DESERT TRIP	United States	5068785	October 25, 2016
DESERT TRIP	United States	5068784	October 25, 2016

Trademark Applications

Mark	Jurisdiction	Serial Number	Filing Date
ARROYO SECO WEEKEND	United States	90668596	April 23, 2021
ARROYO SECO WEEKEND	United States	87413806	April 17, 2017