

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM763451

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Poketo, LLC		07/01/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Pattern Brands, LLC		
Street Address:	228 Park Ave S, PMB73891		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3220121	POKETO	
Registration Number:	4321633	POKETO	
Registration Number:	4384239	POKETO	
Registration Number:	5507844	POKETO	
CORRESPONDENCE DATA			
Fax Number:	8474410911		
<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:	8474419100		
Email:	pto@nealmcdevitt.com		
Correspondent Name:	Audra Kemp		
Address Line 1:	1776 Ash Street		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	63943.00040		
NAME OF SUBMITTER:	Audra Kemp		
SIGNATURE:	/audra kemp/		
DATE SIGNED:	10/25/2022		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Trademark Assignment") is entered into as of July 1, 2022 (the "Effective Date") by and between Poketo, LLC, a Delaware limited liability company located at 374 E 2nd Street, Los Angeles, CA 90012 ("Poketo") and Pattern Brands, LLC, a Delaware limited liability company located at 228 Park Ave S, PMB73891, New York, NY 10003 ("Pattern Brands") (Assignor and Assignee each a "Party" and collectively the "Parties").

WHEREAS, Poketo is the owner of all rights, title and interest in and to the trademark registrations identified on Exhibit A hereto, including all rights, title and interest in and to the marks covered by such registrations, and all goodwill associated with the foregoing (collectively, the "Marks");

WHEREAS, pursuant to that certain Asset Purchase Agreement (the "APA") entered into as of July 1, 2022 by and between Pattern Brands (as Purchaser) and Poketo (as Seller) dated as of the Effective Date, Pattern Brands acquired all rights, title and interest in and to the Marks as of such Effective Date; and

WHEREAS, the Parties seek to memorialize and confirm the transfer of all rights, title and interest in and to the Marks from Poketo to Pattern Brands.

NOW THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties, intending to be legally bound, agree and confirm their agreement as follows:

Poketo hereby assigns, transfers and conveys, and confirms its assignment, transfer, and conveyance to Pattern Brands of, all rights, title and interests in and to the Marks, all causes of action for any and all past infringements and other violations of the rights being assigned, and the right to collect and retain any proceeds therefrom.


Poketo agrees to execute and deliver any documents, and to take any actions, reasonably requested by or on behalf of Pattern Brands, its affiliates, successors or assigns, to effect, enforce, or otherwise reflect the transfer of rights as set forth herein.

Each Party acknowledges and agrees that this Trademark Assignment is intended to memorialize, and not to supplement or replace, provisions of the APA pertaining to the Marks. Any inconsistency between any term of this Trademark Assignment and any term of the APA shall be resolved in favor of the APA.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, Poketo and Pattern Brands have caused this Trademark Assignment to be executed as of the respective dates set forth below.

POKETO, LLC

By: 
Name: Ted Vadakan
Title: Member
Date: July 1, 2022

PATTERN BRANDS, LLC

By: _____
Name: _____
Title: _____
Date: _____

IN WITNESS WHEREOF, Poketo and Pattern Brands have caused this Trademark Assignment to be executed as of the respective dates set forth below.

POKETO, LLC

By: _____
Name: _____
Title: _____
Date: _____

PATTERN BRANDS, LLC

By: Nicholas Ling
Name: Nicholas Ling
Title: Chief Executive Officer
Date: July 1, 2022

EXHIBIT A

TRADEMARK REGISTRATIONS

Mark	Juris.	Reg. No.	Reg. Date	IC	Goods/Services
POKETO	US	3220121	March 20, 2007	18	Baggage, namely back packs, daypacks, handbags, purses, tote-bags, messenger bags, carryalls, cosmetic and hair accessory pouches sold empty, and wallets; billfolds; coin purses
				25	Clothing, namely, t-shirts, sweatshirts, jackets
POKETO	US	4321633	April 16, 2013	16	Paper and paper goods, namely, blotting paper, bond paper, construction paper, post cards, stationery; note pads; note cards; notebook; envelopes; day planners; paper shredders; pens and pencils; blank journals; letter sets in the nature of plastic and paper letters for use in making signs and posters; letter sets in the nature of stationery, cards and paper envelopes; greeting cards; notebook covers
POKETO	US	4384239	August 13, 2013	21	Plastic, glass, aluminum, stainless steel and metal water bottles sold empty; sports water bottles of metal sold empty; sports water bottles of plastic sold empty; neoprene zippered bottle holders; plastic water bottle holders; bottle openers; drinking cups and mugs; lunch boxes; hair grooming accessories, namely, combs and brushes; drinking glasses, dishes; plates; shot glasses; household goods, namely, containers for food, trash cans, vases; kitchen utensils, namely, splatter screens, kitchen tongs
POKETO	US	5507844	July 3, 2018	35	Retail apparel stores; retail clothing boutiques; retail clothing stores; retail department store services; gift and sundries retail store services located in hotels; on-line retail department store services; on-line retail gift shops; on-line retail store services featuring housewares, stationery, calendars, apparel, gifts and lifestyle accessories, bags, writing utensils, art supplies, notecards and notebooks, post cards, books, packaged food, office supplies, jewelry and timepieces, toys, skin care products, fragrances and candles, bags and baggage, beverage containers

TRADEMARK

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EXHIBIT A

TRADEMARK REGISTRATIONS

Mark	Juris.	Reg. No.	Reg. Date	IC	Goods/Services
POKETO	AU	2020665	May 13, 2019	16	Paper and paper goods, namely, blotting paper, bond paper, construction paper, post cards; stationery; note pads; note cards; notebooks; envelopes; day planners; paper shredders; pens and pencils; blank journals; letter sets in the nature of plastic and paper letters for use in making signs and posters; letter sets in the nature of stationery, cards and paper envelopes; greeting cards; notebook covers.
POKETO	Int'l Reg (WIPO)	1475609	May 13, 2019	16	Paper and paper goods, namely, blotting paper, bond paper, construction paper, post cards; stationery; note pads; note cards; notebooks; envelopes; day planners; paper shredders; pens and pencils; blank journals; letter sets in the nature of plastic and paper letters for use in making signs and posters; letter sets in the nature of stationery, cards and paper envelopes; greeting cards; notebook covers.

TRADEMARK

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