

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM769169

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simco Limited		08/31/2020	Corporation: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Maidmetal Limited		
Street Address:	9-13 St. Andrew Street		
City:	London		
State/Country:	ENGLAND		
Postal Code:	EC4A3AF		
Entity Type:	Corporation: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4115504	THE X FACTOR	
Registration Number:	5672729	X	
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:	3104576100		
Email:	msalvatore@holmesweinberg.com		
Correspondent Name:	Michael J. Salvatore		
Address Line 1:	30765 Pacific Coast Highway		
Address Line 2:	Suite 411		
Address Line 4:	Malibu, CALIFORNIA 90265		
NAME OF SUBMITTER:	Michael J. Salvatore		
SIGNATURE:	/MJSalvatore/		
DATE SIGNED:	11/21/2022		
Total Attachments: 1			
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OP \$65.00 4115504

SHORT FORM ASSIGNMENT OF INTEREST IN TRADEMARKS AND REGISTRATIONS

This Assignment ("Assignment") is made effective as of August 31, 2020, from Simco Limited, a Corporation in the United Kingdom ("ASSIGNOR"), to Maidmetal Limited, a Corporation registered in England and Wales ("ASSIGNEE").

WHEREAS, ASSIGNOR is the exclusive co-owner of THE X FACTOR and X (Stylized) marks and the federal registrations of said marks, namely United States Patent and Trademark Office Reg. Nos. 4115504 and 5672729 (the "Marks"), together with the goodwill of the business to which the Marks pertain;

WHEREAS, ASSIGNOR desires to assign to ASSIGNEE all of its right, title, and interest in and to the Marks together with the goodwill of the portion of the business to which the Marks pertain.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of ASSIGNOR'S right, title, and interest in and to the Marks, together with the goodwill of the portion of the business to which the Marks pertain, and all of ASSIGNOR's rights to sue for past, present, and future infringements or misappropriations of the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

ASSIGNOR

DocuSigned by:
Michael Smith
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Michael Smith – Director

By: Simco Limited