

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM765632

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| PW Branding, Inc. | | 10/04/2022 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | PW IP Holdings, LLC | | |
| Street Address: | 15 East 26th Street | | |
| Internal Address: | Suite 602 | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10010 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 97539735 | ELEPHANT IN THE ROOM | |
| 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> | | | |
| Email: | swr@mg-ip.com | | |
| Correspondent Name: | Muncy Geissler, Olds & Lowe P.C. | | |
| Address Line 1: | 4000 Legato Road | | |
| Address Line 2: | Suite 310 | | |
| Address Line 4: | Fairfax, VIRGINIA 22033 | | |
| NAME OF SUBMITTER: | Sherri Weisbeck-Raslich | | |
| SIGNATURE: | /Sherri Weisbeck-Raslich/ | | |
| DATE SIGNED: | 11/03/2022 | | |
| Total Attachments: 2 | | | |
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| source=EITR Assignment#page2.tif | | | |

OP \$40.00 97539735

TRADEMARK ASSIGNMENT

WHEREAS, PW Branding, Inc. ("Assignor"), a Delaware corporation located at 15 East 26th Street, Suite 602, New York, NY 10010 is the owner of the trademark applications and registrations identified on the attached Appendix ("the marks").

WHEREAS, PW IP Holdings, LLC ("Assignee"), a Delaware limited liability company located at 15 East 26th Street, Suite 602, New York, NY 10010 is desirous of acquiring the trademark applications and registrations identified below and the goodwill of the business associated therewith.

NOW, THEREFORE, Assignee is the successor to the ongoing and existing business to which the marks pertains and, for valuable consideration, the receipt is hereby acknowledged by the parties, the Assignor hereby transfers and assigns to Assignee the entire rights, titles and interests in and to the marks together with the goodwill of the business associated with the marks. Assignor hereby authorizes the Assignee to record the transfer of the Trademark Registrations and Applications with the Commissioner of Patents and Trademarks.

PW Branding, Inc.

By 

Date: October 4, 2022

Name: Pharrel Williams

Title: President

APPENDIX

| COUNTRY | SER.NO/REG.NO. | MARK |
|---------|----------------|----------------------|
| US | 97/539735 | ELEPHANT IN THE ROOM |