

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM783550

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kobe Family Entertainment, Inc.		07/29/2022	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Kobe Bryant, LLC		
Street Address:	1551 North Tustin Avenue, Suite 1000		
City:	Santa Ana		
State/Country:	CALIFORNIA		
Postal Code:	92705		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5868814	MAMBA MENTALITY	
Registration Number:	5583346		
CORRESPONDENCE DATA			
Fax Number:	3102822200		
<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:	3102822000		
Email:	trademarks@loeb.com		
Correspondent Name:	Melanie Howard c/o Loeb & Loeb LLP		
Address Line 1:	10100 Santa Monica Blvd., Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	234929-10002		
NAME OF SUBMITTER:	Melanie J. Howard		
SIGNATURE:	/melaniehoward/		
DATE SIGNED:	01/31/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (“**Assignment**”), effective as of July 29, 2022 (the “**Effective Date**”), is made and entered into by and between **Kobe Family Entertainment, Inc.**, a California corporation, with an address at 1551 North Tustin Avenue, Suite 1000, Santa Ana, California 92705 (“**Assignor**”) and **Kobe Bryant, LLC**, a Delaware limited liability company with an address of 1551 North Tustin Avenue, Suite 1000, Santa Ana, California, 92705 (“**Assignee**”). Assignor and Assignee are collectively referred to herein as the “**Parties**” and individually as a “**Party**”.

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to accept from Assignor, the trademarks set forth on Exhibit A hereto (the “**Marks**”), and the goodwill associated with such Marks.

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

1. **Assignment.** Assignor hereby assigns, sells, conveys, transfers and delivers to Assignee, and Assignee hereby accepts and assumes from Assignor, all rights, title and interests in, to and under the Marks, together with the goodwill of the business symbolized by and associated with the Marks, and the portion of Assignor’s business that is ongoing and existing to which the Marks pertain, including, without limitation, all registrations, applications, renewals, extensions, continuations, divisions, or reissues of any of the Marks, all common law or unregistered rights in and to the Marks, and all rights of action accrued and to accrue under and by virtue thereof, including, without limitation, the right to sue and recover for past, present, and future infringement and misappropriation of the Marks, and to retain the proceeds relating thereto.
2. **Recordation.** Assignor hereby authorizes and requests the U.S. Commissioner of Patents and Trademarks, and any other official throughout the world whose duty it is to register and record ownership in trademark registrations and applications, to record this Assignment, as to the assigned Marks.
3. **Severability.** Should any provision or provisions of this Assignment be held by an arbitrator or a court of competent jurisdiction to be illegal, invalid or unenforceable, such provision or provisions may be modified by such court or arbitration panel in compliance with the law and, as modified, enforced. All other terms and conditions of this Assignment shall remain in full force and effect and shall be construed in accordance with the modified provision or provisions, as if such illegal, invalid or unenforceable provision or provisions had not been contained herein.
4. **Further Assurances.** Assignor agrees to execute any further papers and do such other acts as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee. Assignor hereby appoints Assignee and any officer or agent thereof, with full power of substitution, as its true and lawful attorney-in-fact with full irrevocable power and authority in place and stead of Assignor and in the name of Assignor or in its own name, for the purposes of carrying out the terms of this Assignment, to take any and all appropriate actions and to execute any and all documents and instruments which may be necessary or desirable to accomplish the purposes of this Assignment.
5. **Successors and Assigns.** This Assignment will be binding upon and enforceable against Assignor and its successors and assigns and will inure to the benefit of and be enforceable by Assignee and its successors and assigns.

6. **Governing Law.** This Assignment will be governed by, and construed and enforced in accordance with, the laws of the State of California, without regard to its principles of conflicts of laws.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed and delivered by their duly authorized representatives as of the date first written above.

ASSIGNOR:

KOBE FAMILY ENTERTAINMENT, INC.

By: _____



Name: Vanessa Bryant

Title: Director

ASSIGNEE:

KOBE BRYANT, LLC

By: _____



Name: Vanessa Bryant


Title: Managing Member

[Signature Page to Trademark Assignment]

**TRADEMARK
REEL: 007956 FRAME: 0710**

EXHIBIT A

United States Trademarks

Trademark	Jurisdiction	Serial No.	Reg. No.
MAMBA MENTALITY	United States	87339704	5868814
SHEATH DESIGN 	United States	87339921	5583346