

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM787106

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Louis Welton Dawson		11/17/2022	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	LOLA DIGITAL MEDIA LLC		
Street Address:	8605 SANTA MONICA BLVD		
Internal Address:	PMB 30337		
City:	WEST HOLLYWOOD		
State/Country:	CALIFORNIA		
Postal Code:	90069-4109		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3657120	WILD SNOW	
CORRESPONDENCE DATA			
Fax Number:	6125732005		
<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:	6125732006		
Email:	slund@dbclaw.com		
Correspondent Name:	Scott A. Lund		
Address Line 1:	100 South Fifth Street, Suite 2250		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	1231.617.101		
NAME OF SUBMITTER:	Scott A. Lund		
SIGNATURE:	/SCOTT LUND/		
DATE SIGNED:	02/15/2023		
Total Attachments: 2			
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source=Wild Snow Trademark Assignment Agreement Lou Dawson - Lola Digital Media#page2.tif			

OP \$40.00 3657120

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“**Assignment**”) is made and entered into as of November 17, 2022 (the “**Effective Date**”), by and between Lola Digital Media LLC, a Delaware limited liability company (“**Assignee**”), and Louis Welton Dawson, an individual (“**Assignor**”).

WHEREAS, Assignor is the owner of the mark “WILD SNOW”, registered with the USPTO on July 21, 2009, US Registration Number 3657120, US Serial Number 77611898 (the “**Trademarks**”).

WHEREAS, Assignor and Assignee desire to enter into this Assignment to transfer the Trademarks to Assignee.

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

1. Assignment. Assignor hereby assigns, sells and sets over unto Assignee and Assignee’s successors, legal representatives and assigns, the entire right, title, and interest in and to any and all rights and privileges associated with the Trademarks, together with the goodwill of the business that is ongoing and existing symbolized by the Trademarks, and any and all renewals thereof, and the right to bring suit and collect damages for past infringements thereof. Assignor hereby covenants and agrees that Assignor will at any time upon the request and at the expense of Assignee execute and deliver any and all papers and do all lawful acts that may be necessary or desirable to perfect said right, title, and interest and said rights and privileges in Assignee, its successors, assigns and legal representatives.

2. Representations, Warranties and Covenants. Assignor represents, warrants and covenants that it (a) has full right to convey the entire right, title, and interest herein assigned, and (b) has not executed and will not execute any agreement or do anything in conflict with this Assignment.

3. Recordation; Further Assurances. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment upon request by Assignee. Assignor shall, at the cost and expense of Assignee, take all actions and execute all documents necessary or desirable by Assignee to record and perfect the interest of Assignee in and to the Trademarks.

4. Execution in Counterparts. This Assignment may be executed in one or more counterparts, all of which shall be considered one and the same agreement, and shall become a binding agreement when one or more counterparts have been signed by each of the parties hereto. In addition, to facilitate the execution of this Assignment, the parties may execute and exchange facsimile counterparts of the signature pages to this Assignment.

[Signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by its duly authorized representatives below.

ASSIGNOR

LOUIS WELTON DAWSON

DocuSigned by:

Lou Dawson

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ASSIGNEE

LOLA DIGITAL MEDIA LLC

DocuSigned by:

By: *Eric Phung*

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Name: Eric Phung

Title: Chief Executive Officer

Exhibit A to Trademark Assignment Agreement