

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM790847

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Los Angeles Magazine, LLC		02/28/2023	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Engine Vision Fund I, LLC		
<b>Street Address:</b>	644 South Figueroa Street		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90017		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 17</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90486671	ASK CHRIS	
<b>Serial Number:</b>	97302560	LET'S GO LA	
<b>Serial Number:</b>	97299083	ORANGE COAST WHISKEY FESTIVAL	
<b>Serial Number:</b>	97299059	LOS ANGELES WHISKEY FESTIVAL	
<b>Serial Number:</b>	97299088	PASADENA WHISKEY FESTIVAL	
<b>Serial Number:</b>	90642220	SOCAL DESIGN	
<b>Registration Number:</b>	5174159	52 GREAT WEEKENDS	
<b>Registration Number:</b>	5589230	BEST OF LA	
<b>Registration Number:</b>	1835407	BEST OF LA	
<b>Registration Number:</b>	4694736	BEST OF LA	
<b>Registration Number:</b>	2864807	BUZZ	
<b>Registration Number:</b>	2257898	LA MAGAZINE	
<b>Registration Number:</b>	2009987	LOS ANGELES	
<b>Registration Number:</b>	3282211	LOS ANGELES	
<b>Registration Number:</b>	3099113	LOS ANGELES WEDDINGS	
<b>Registration Number:</b>	4789096	SECRET L.A.	
<b>Registration Number:</b>	4887062	SECRET L.A.	
<b>CORRESPONDENCE DATA</b>			

OP \$440.00 90486671

**Fax Number:** 3109793445

***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.***

**Phone:** 310-979-3444

**Email:** cgross@law-ip.com

**Correspondent Name:** Clark D. Gross

**Address Line 1:** 1800 Century Park East

**Address Line 2:** Suite 600

**Address Line 4:** Los Angeles, CALIFORNIA 90067

<b>NAME OF SUBMITTER:</b>	Clark D. Gross
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<b>SIGNATURE:</b>	/clark gross/
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<b>DATE SIGNED:</b>	03/01/2023
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**Total Attachments: 3**

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## CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment ("**Trademark Assignment**"), is made by and between Los Angeles Magazine, LLC, a California LLC ("**Assignor**"), located at 644 South Figueroa Street, Los Angeles, CA 90017, and Engine Vision Fund I, LLC, a Delaware LLC ("**Assignee**"), located at 644 South Figueroa Street, Los Angeles, CA 90017.

Whereas, Assignor was the owner of the entire right, title and interest in and to the trademarks and the applications and registrations thereupon listed in Schedule "A" (attached hereto and incorporated by reference herein), referred to as the "**LA Marks**" in this Trademark Assignment, and Assignee acquired all assets of Assignor including without limitation the LA Marks; and

Whereas, Assignor executes this Trademark Assignment to memorialize the transfer of ownership of the LA Marks and other assets to Assignee.

NOW THEREFORE, Assignor confirms the following.

I. Assignment.

- A. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor confirms that it has irrevocably conveyed, transferred and assigned to Assignee all of Assignor's right, title and interest in and to:
1. The LA Marks, together with the goodwill of the business connected with the use of and symbolized by the LA Marks, and all applications and registrations therefore worldwide;
  2. All trademarks, service marks, trade names, brand names, logos, trade dress and other proprietary indicia of goods and services of the Assignor, whether registered, unregistered or arising by any applicable law of any jurisdiction throughout the world and all registrations and applications for registration of such trademarks, including intent-to-use trademark applications (subject to the limitations provided in §I-B hereof), issuances, extensions and renewals of such registrations and applications, and similar intangible property and related proprietary rights, interests and protections, however arising, pursuant to any such law;
  3. All licenses and similar contractual rights with respect to any of the foregoing granted by Assignor to any third party;
  4. Any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing;
  5. All rights of any kind whatsoever of Assignor accruing under any of the

foregoing provided by any applicable law of any jurisdiction throughout the world;

6. Any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, and keep any such damages and relief without accounting to Assignor; and
  7. All other assets of Assignor and Assignor's business, including without limitation, that portion of the business to which such trademarks pertain, such business being ongoing and existing now and at the time of transfer.
- B. Only with respect to United States intent-to-use trademark applications, if the assignment thereof would impair, under applicable federal law, the registrability of such applications or the validity or enforceability of registrations issuing from such applications, Assignor shall be deemed to have granted Assignee a license, free of additional cost, to use the intent-to-use trademark(s) (subject to quality requirements and approval of Assignor) until such time as a transfer of said applications may properly be made, at which time the transfer shall become effective.

## II. Recordation and Further Actions

Assignor authorizes the United States Patent & Trademark Office and any other national, federal and state government officials to record and register this Trademark Assignment upon request by Assignee. Assignor agrees to execute any and all additional documents and take all other further actions as reasonably requested by Assignee to transfer to Assignee ownership of the foregoing (including without limitation the LA Marks) and to perfect and enforce Assignee's ownership rights in same. Should Assignor be unable or unwilling to execute such documents or take such actions, Assignor hereby irrevocably appoints Assignee as Assignor's agent to execute such documents and take such actions in Assignor's name and on Assignor's behalf.

IN WITNESS WHEREOF and in agreement with the above, Assignor has duly executed and delivered this Confirmatory Trademark Assignment as of the date below written.

**Los Angeles Magazine, LLC**

  
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By: Christopher Hannan, CEO

Dated: 2/28/23

# Schedule "A"

## United States Trademark Applications

<b>SERIAL NO.</b>	<b>TRADEMARK</b>
90486671	ASK CHRIS
97302560	LET'S GO LA
97299083	ORANGE COAST WHISKEY FESTIVAL
97299059	LOS ANGELES WHISKEY FESTIVAL
97299088	PASADENA WHISKEY FESTIVAL
90642220	SOCAL DESIGN

## United States Trademark Registrations

<b>SERIAL NO.</b>	<b>REG. NO.</b>	<b>TRADEMARK</b>
86797463	5174159	52 GREAT WEEKENDS
87776561	5589230	BEST OF LA
74276048	1835407	BEST OF LA
86257360	4694736	BEST OF LA
78174212	2864807	BUZZ
75347846	2257898	LA MAGAZINE
75000666	2009987	LOS ANGELES
77055189	3282211	LOS ANGELES
78434911	3099113	LOS ANGELES WEDDINGS
86451825	4789096	SECRET L.A.
86389411	4887062	SECRET L.A.

## California Trademark Registrations

<b>REG. NO.</b>	<b>TRADEMARK</b>
114394	ASK CHRIS
67057	ASK CHRIS