

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM817658

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Playfull, Inc.		06/09/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Patrick Lu		
Street Address:	P.O. Box 66		
City:	La Canada		
State/Country:	CALIFORNIA		
Postal Code:	91012		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86468170	PLAYFULL	
Serial Number:	87866279	PLAYFULL	
CORRESPONDENCE DATA			
Fax Number:	4159441110		
<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:	4158859800		
Email:	trademark@prangerlaw.com		
Correspondent Name:	Holly Pranger, Pranger Law PC		
Address Line 1:	88 Guy Place, Suite 405		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	14269		
NAME OF SUBMITTER:	Holly Pranger, Pranger Law PC		
SIGNATURE:	/Holly Pranger/		
DATE SIGNED:	06/15/2023		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of June 9, 2022 ("Effective Date") by and between Playfull, Inc., a Delaware corporation ("Assignor"), and Patrick Lu, an individual ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated June 9, 2022 (the "Purchase Agreement"); and

WHEREAS, Assignor has adopted and used and is the owner of the trademark(s) set forth in the attached Schedule 1 (the "Marks"), and pursuant to the Purchase Agreement has agreed to assign all of its rights and interest in and to the Marks to Assignee, including all common law rights, registrations and applications for registration therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer, assign and sell to Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, all common law rights, registrations and applications for registration of the Marks, including the registrations specifically identified in Schedule 1, and all claims for damages by reason of past infringement of the Marks with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

PLAYFULL, INC.

DocuSigned by:
By: Andrew L. Wing
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Name: Andrew L. Wing

DocuSigned by:
By: Patrick Lu
0CAAAD4C76AD74AC...
Name: Patrick Lu

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Schedule 1
List of Assigned Trademarks

Mark	Serial Number	Filing Date	Registration Number
Playfull	86468170	December 1, 2014	4781276
Playfull	87871431	April 10, 2018	
Playfull	87866279	April 6, 2018	