

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM833471

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CF Entertainment, Inc.		03/29/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Entertainment Studios Digital Media, LLC		
Street Address:	1925 Century Park East, 10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	97298685	HBCU GO	
Serial Number:	90653589	HBCU GO TV	
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:	310-282-2000		
Email:	trademarks@loeb.com		
Correspondent Name:	David W. Grace		
Address Line 1:	Loeb & Loeb LLP		
Address Line 2:	10100 Santa Monica Blvd., Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
NAME OF SUBMITTER:	Brianna Cloud		
SIGNATURE:	/Brianna Cloud/		
DATE SIGNED:	08/21/2023		
Total Attachments: 1			
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OP \$65.00 97298685

TRADEMARK ASSIGNMENT

WHEREAS, CF Entertainment, Inc. (“Assignor”), a California corporation, is the owner of rights, title, and interests in the trademarks HBCU GO and Design and HBCU GO TV as well as the related pending US trademark applications Serial Nos. 97298685 and 90653589 (the “Marks”); and

WHEREAS, Entertainment Studios Digital Media, LLC (“Assignee”), a California limited liability company, with an address 1925 Century Park East, 10th Floor, Los Angeles, CA 90067, wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee, all of Assignor’s rights, title, and interests in and to the Marks.

NOW, for good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, the parties, intending to be legally bound, agree as follows:

1. Assignor hereby assigns, transfers, and conveys to Assignee and its successors and assigns, and Assignee hereby accepts, Assignor’s entire and undivided right, title, and interest, whether now existing or hereafter acquired, in and to the Marks, together with all the associated goodwill of its business symbolized by the Marks, and all applications and registrations of the Marks, as well as all rights to remedies including injunctive relief, damages, and profits arising out of all causes of action, past, present and future, pertaining to the Marks, including infringement of the Marks, or other violations, or injury to the said goodwill, and the right to sue, either at law or in equity, and recover the same in Assignee’s own name.

2. Assignor will provide to Assignee, its successors and assigns, and legal representatives reasonable cooperation and assistance, and do all acts and take such further action, including the execution, acknowledgment, and delivery of such additional documents as Assignee may reasonably request and as may be required under the applicable trademark laws and requirements to carry out and fulfill the purposes and intent of this trademark assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this trademark assignment to be duly executed effective as the 29th day of March 2023.

CF Entertainment, Inc.

By: 
Print Name: Mark DeVitre
Title: EVP

Entertainment Studios Digital Media, LLC

By: 
Print Name: Mark DeVitre
Title: EVP