

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM837610

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Within Unlimited, LLC		07/11/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Meta Platforms Technologies, LLC		
Street Address:	1601 Willow Road		
City:	Menlo Park		
State/Country:	CALIFORNIA		
Postal Code:	94025		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	88588810	SUPERNATURAL	
Serial Number:	88588829	SUPERNATURAL	
Serial Number:	88730777		
Serial Number:	88730780		
CORRESPONDENCE DATA			
Fax Number:	4157237132		
<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:	4152737507		
Email:	RLProsecution@kilpatricktownsend.com		
Correspondent Name:	Kilpatrick Townsend & Stockton LLP		
Address Line 1:	Two Embarcadero Center, Suite 1900		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Betsy P. Bengtson		
SIGNATURE:	/BETSY P. BENGTON/		
DATE SIGNED:	09/07/2023		
Total Attachments: 5			
source=Within Unlimited TM Assignment#page1.tif			
source=Within Unlimited TM Assignment#page2.tif			

OP \$115.00 88588810

source=Within Unlimited TM Assignment#page3.tif

source=Within Unlimited TM Assignment#page4.tif

source=Within Unlimited TM Assignment#page5.tif

EXECUTION COPY

Exhibit B

Confirmatory Trademark Assignment

This Confirmatory Trademark Assignment (“*Assignment*”) is entered into by and between Within Unlimited, LLC, a limited liability company organized under the laws of Delaware, U.S.A. having its registered address at 3760 Motor Avenue, Los Angeles, CA 90034 (“*Assignor*”), and Meta Platforms Technologies, LLC (formerly known as “Facebook Technologies, LLC”), a limited liability company organized and existing under the laws of Delaware, U.S.A., having its principal place of business at 1601 Willow Road, Menlo Park, CA 94025 (“*Assignee*”).

WHEREAS, pursuant to that certain Intellectual Property Assignment Agreement by and between Assignor and Assignee effective May 5, 2023 (“*Effective Date*”), certain intellectual property rights, including without limitation all legal rights, title and interest in and to the Assignor Marks (as defined below), were assigned to Assignee.

NOW, THEREFORE, Assignor and Assignee agree as follows and confirm that:

The “**Assignor Marks**” means all of Assignor’s trademarks, service marks, trade names, trade dress, logos, designs and slogans, in word mark, stylized and/or design formats, including without limitation Assignor’s trademark registrations and applications and any and all of Assignor’s common law rights in the aforementioned items, including without limitation the marks identified in Schedule 1 attached hereto and all of the goodwill associated with and symbolized by such marks.

Assignor has assigned and transferred, and Assignee has received and accepted, all of Assignor’s legal rights, title and interest throughout the world in and to the Assignor Marks and all the legal rights, claims and privileges pertaining to the Assignor Marks, including without limitation: the registrations and applications pertaining thereto, together with all of the goodwill of the business associated with and symbolized by the Assignor Marks, and that portion of the business which is ongoing and existing to which the Assignor Marks pertain; and the right to sue and recover damages for past, present and future infringements thereof and to stand in the place of Assignor in all matters related thereto.

Assignor hereby authorizes and requests that the United States Commissioner of Patents and Trademarks implement this Assignment.

[SIGNATURE PAGE FOLLOWS]

EXECUTION COPY

Duly Authorized Representative of
Within Unlimited, LLC





Within Unlimited, LLC

By: *Katherine R. Kelly*
Katherine R. Kelly, Jul 11, 2023 09:12 PM
Name: **Kate Kelly**
Title: Authorized Signatory
Date: Jul 11, 2023






EXECUTION COPY

Schedule 1

List of Assignor Marks

Jurisdiction	Trademark	App Number App Date	Reg Number Reg Date	Status	Class(es)
Australia	STORYBLOOM	1888002 11/17/2017	1888002 02/22/2018	Registered	9 41
Australia	SUPERBLOOM	1888003 11/17/2017	1888003 02/22/2018	Registered	9 41
Australia	SUPERNATURAL	2132692 10/30/2020		Pending	9 41 42 44
Australia	Supernatural S Design 	2096397 06/17/2020	2096397 01/19/2021	Registered	9 41 42
China	Supernatural S Design 	47325107 06/17/2020		Pending	9
China	Supernatural S Design 	47325108 06/17/2020	47325108 07/07/2021	Registered	41
European Union	STORYBLOOM	017496662 11/17/2017	017496662 03/26/2018	Registered	9 42
European Union	SUPERBLOOM	017496704 11/17/2017	017496662 03/26/2018	Registered	9 42
European Union	SUPERNATURAL	018329193 10/30/2020	017496662 03/26/2021	Registered	9 41 42 44
European Union	Supernatural S Design 	018255455 06/17/2020	017496662 03/05/2021	Registered	9 41 42
India	STORYBLOOM	3680650 11/17/2017	3680650 05/31/2018	Registered	9
India	STORYBLOOM	3680651 11/17/2017	3680651 05/31/2018	Registered	41
India	SUPERBLOOM	3680652 11/17/2017	3680652 08/15/2018	Registered	9
India	SUPERNATURAL	4819043 01/13/2021		Pending	9 41 42 44
India	Supernatural S Design	4534076 06/17/2020	4534076 06/17/2020	Registered	9

EXECUTION COPY

Jurisdiction	Trademark	App Number App Date	Reg Number Reg Date	Status	Class(es)
					
India	Supernatural S Design 	4534077 06/17/2020	4534077 06/17/2020	Registered	41
Japan	STORYBLOOM	2017-151708 11/17/2017	6044620 05/18/2018	Registered	9 42
Japan	SUPERBLOOM	2017-151709 11/17/2017	6044873 05/18/2018	Registered	9 42
Japan	SUPERNATURAL	2020-142085 11/17/2020	6511037 02/09/2022	Registered	9 41 42 44
Japan	Supernatural S Design 	2020-075002 06/17/2020	6427345 08/11/2021	Registered	9 41 42 44
Mexico	STORYBLOOM	1974063 11/16/2017	1845135 02/14/2018	Registered	9
Mexico	STORYBLOOM	1974064 11/16/2017	1874109 04/19/2018	Registered	42
Mexico	SUPERBLOOM	1974065 11/16/2017	1845136 02/14/2018	Registered	9
Mexico	SUPERBLOOM	1974066 11/16/2017	1874110 04/19/2018	Registered	42
Mexico	SUPERNATURAL	2447984 10/30/2020	2195668 01/15/2021	Registered	9
Mexico	SUPERNATURAL	2447986 10/30/2020	2192136 01/07/2021	Registered	41
Mexico	SUPERNATURAL	2447987 10/30/2020	2192137 01/07/2021	Registered	42
Mexico	SUPERNATURAL	2447988 10/30/2020	2192138 01/07/2021	Registered	44
Mexico	Supernatural S Design 	2368311 07/13/2020	2130454 09/08/2020	Registered	9
Mexico	Supernatural S Design 	2368315 07/13/2020	2228117 04/06/2021	Registered	41
United Kingdom	STORYBLOOM	917496662 11/17/2017	917496662 03/26/2018	Registered	9 42

EXECUTION COPY

Jurisdiction	Trademark	App Number App Date	Reg Number Reg Date	Status	Class(es)
United Kingdom	SUPERBLOOM	917496704 11/17/2017	917496704 03/26/2018	Registered	9 42
United Kingdom	SUPERNATURAL	3550420 10/30/2020	3550420 04/23/2021	Registered	9 41 42 44
United Kingdom	Supernatural S Design 	3501563 06/17/2020	3501563 10/09/2020	Registered	9 41 42
United States of America	SUPERNATURAL	88/588810 08/22/2019		Pending	9 42
United States of America	SUPERNATURAL	88/588829 08/22/2019		Pending	41 44
United States of America	Supernatural S Design 	88/730777 12/17/2019		Pending	9 42
United States of America	Supernatural S Design 	88/730780 12/17/2019		Pending	41 44