

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM838044

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CID Entertainment, LLC		06/28/2023	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	MP Concerts, LLC		
Street Address:	9348 Civic Center Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4981644	CRASH MY PLAYA	
Registration Number:	5636690	PLAYING IN THE SAND	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	trademarks@livenation.com		
Correspondent Name:	Ellie Schwimmer		
Address Line 1:	9348 Civic Center Drive		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
NAME OF SUBMITTER:	Ellie Schwimmer		
SIGNATURE:	/ES/		
DATE SIGNED:	09/08/2023		
Total Attachments: 4			
source=Crash My Playa & Playing in the Sand - CID Entertainment to MP Concerts 20230628#page1.tif			
source=Crash My Playa & Playing in the Sand - CID Entertainment to MP Concerts 20230628#page2.tif			
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TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of June 28, 2023 (this "Assignment"), is by and between CID Entertainment, LLC, a Delaware limited liability company ("Assignor"), and MP Concerts, LLC, a Delaware limited liability company ("Assignee").

WITNESSETH:

- A. Assignor is a controlled, indirect subsidiary of Assignee.
- B. The parties wish to execute this Assignment for purposes of transferring the trademarks owned by Assignor and listed on Schedule 1 (the "Marks") and filing this Assignment with the United States Patent and Trademark Office and all applicable foreign intellectual property offices, as may be necessary to effectuate the assignment and transfer of the Marks to the Assignee.

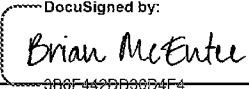
NOW, THEREFORE, in consideration of the mutual promises made herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged and upon the terms and subject to the conditions set forth herein, the parties hereto hereby agree as follows:

1. Assignor hereby assigns, transfers and delivers to Assignee (a) all of its rights, title and interest in and to the Marks and all related registrations owned by Assignor, throughout the world and all other rights as may exist now and/or hereafter come into existence, and including all renewals and extensions thereof, regardless of whether such rights arise under the laws of the United States or any other state, country or jurisdiction, (b) the goodwill of the business symbolized by and associated with the Marks, and (d) the right to sue and recover for, and the right to the profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringement, passing off or dilution of, or damage or injury to the Marks.
2. Assignor hereby acknowledges and agrees that from and after the date hereof, Assignee shall be the exclusive owner of all of the Marks.
3. Assignor shall take such actions and execute and deliver to Assignee such further deeds, bills of sale, assignments or other transfer documents as Assignee may reasonably request to effectively assign, transfer and convey, and to evidence such assignment, transfer and conveyance of, the Marks to Assignee, in each case, at the sole cost and expense of Assignor.
4. Assignor hereby authorizes and requests the appropriate empowered officials at the United States Patent and Trademark Office and equivalent offices in foreign jurisdictions to record Assignee as the owner of the Marks and to issue the Marks to Assignee as owner of the entire right, title and interest therein or otherwise as Assignee may direct, in accordance with this instrument of assignment.
5. This Assignment shall be construed in accordance with, and governed by, the laws of the State of Delaware, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Delaware or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Delaware. Each party hereto consents to personal jurisdiction and proper venue in any state or federal court having jurisdiction in the State of Delaware and waives and relinquishes all right to attack the suitability or convenience of such venue or forum by reason of their present or future domiciles, or by any other reason.
6. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument. This Assignment or any counterpart may be executed and delivered by facsimile copies or delivered by electronic communications, including by portable document format (.pdf), each of which shall be deemed an original.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of the day and year first above written.

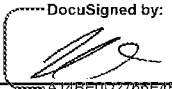
ASSIGNOR

CID Entertainment, LLC


By: 
Name: Brian McEntee
Title: General Counsel




ASSIGNEE

MP Concerts, LLC

By: 
Name: Jordan Zachary
Title: Co-President, US Concerts

Schedule 1**Marks**

Trademark	Territory	Application Number	Filing Date	Registration Number	Owner	Registration Date	Class	Description of goods/ services
CRASH MY PLAYA	United States of America	86711732	31-Jul-2015	4981644	Cid Entertainment, LLC	21-Jun-2016	25 Int. 41 Int.	25 Int., Clothing, namely, caps, hats, t-shirts, tank tops, sweatshirts, coats, jackets, socks, underwear, scarves, bandanas, shoes and sandals. 41 Int., Providing entertainment services, namely, presentation of live show performances; planning and conducting music festivals for cultural or entertainment purposes; party planning; Arranging for ticket reservations for shows and other entertainment events; Special event planning for social entertainment purposes; Entertainment services in the nature of hosting social entertainment events; Arranging, organizing, conducting and hosting social entertainment events; Entertainment services, namely, arranging for ticket reservations and VIP passes for shows and other live entertainment events.
PLAYING IN THE SAND	United States of America	87811154	26-Feb-2018	5636690	Cid Entertainment, LLC	25-Dec-2018	25 Int. 41 Int.	25 Int., Clothing, namely, caps, hats, t-shirts, tank tops, sweatshirts, coats, jackets, socks, underwear, scarves, bandanas, shoes and sandals. 41 Int., Providing entertainment services, namely, presentation of live show performances; planning and conducting music festivals for cultural or entertainment purposes; party planning; Arranging for ticket reservations for shows and other entertainment events; Special event planning for social entertainment purposes; Entertainment services in the nature of hosting social entertainment events; Arranging, organizing, conducting and hosting social entertainment events; Entertainment services, namely, arranging for ticket reservations and VIP passes for shows and other live entertainment events.
Crash My Playa (Stylized Mark) 	Mexico	1682819	06-Nov-2015		Cid Entertainment, LLC		25 Int.	Clothing, Footwear, Headgear

Crash My Playa (Stylized Mark) 	Mexico	1682816	06-Nov-2015	1621368	Cid Entertainment, LLC	11-Mar-2016	35 Int.	Advertising, commercial business management, commercial administration, and office work.
Crash My Playa (Stylized Mark) 	Mexico	1682815	06-Nov-2015	1711345	Cid Entertainment, LLC	11-Mar-2016	41 Int.	Entertainment services, cultural activities.
Crash My Playa (Stylized Mark) 	Mexico	1682813	06-Nov-2015	1628072	Cid Entertainment, LLC	14-Apr-2016	43 Int.	Restaurant and lodging