

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM854568

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900808050		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fox IP, LLC		10/19/2023	Limited Liability Company: ARIZONA
RECEIVING PARTY DATA			
Name:	GOTOMARKET, LLC		
Street Address:	251 Little Falls Drive		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	97603003	RITE	
Serial Number:	97850159	BUDDHA INFUSED	
Serial Number:	97443787	BUDDHA INFUSED	
CORRESPONDENCE DATA			
Fax Number:	3234262405		
<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:	3237416500		
Email:	GBP@pmLegal.law		
Correspondent Name:	Gregory B. Perleberg		
Address Line 1:	4223 Glencoe Avenue		
Address Line 2:	Ste A220		
Address Line 4:	Marina Del Rey, CALIFORNIA 90292		
ATTORNEY DOCKET NUMBER:	00967		
NAME OF SUBMITTER:	Gregory B. Perleberg		
SIGNATURE:	/GREGORY B PERLEBERG/		
DATE SIGNED:	11/19/2023		
Total Attachments: 3			

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source=Assn Agrmt Corrected 11-5-23 - From Fox IP LLC to GOTOMARKET LLC - 3 marks -CM. 00967#page2.tif
source=Cover Sheet -11-5-23 Resubmission -Fox IP LLC to GOTOMARKET - 3 marks -CM. 00967#page1.tif

ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, FOX IP, LLC, a Limited Liability Company of Arizona, hereinafter referred to as “Assignor”), with offices at 4223 Glencoe Avenue, Ste. A220, Marina Del Rey, California, 90292 is the owner of the intellectual properties as listed on Exhibit A attached hereto (the “IP”); and

WHEREAS, Assignor desires to assign the entire right, title and interest in and to the IP to GOTOMARKET, LLC, a Limited Liability Company of Delaware, with offices at 251 Little Falls Drive, Wilmington, Delaware, 19808 and its successors, assignees and designees, including a business entity to be formed (hereinafter referred to as “Assignee”), and Assignee desires to acquire the entire right, title and interest in and to the IP.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee the entire right, title and interest in and to the IP, together with the goodwill symbolized by such IP and all rights to recover for past, present and future infringements and all rights corresponding thereto throughout the world; the same to be held and enjoyed by Assignee for its own use and on its own behalf, and for its legal representatives and assigns, to the full end of the term for which the IP is granted, as fully and entirely as the same would have been held by Assignor had this Assignment of Intellectual Property and sale not been made.

IN WITNESS WHEREOF, the undersigned has signed this assignment as of October 19, 2023.

ASSIGNOR: FOX IP, LLC

Signature: /s/ Mitchell Fox
Title: Managing Member

ASSIGNEE: GOTOMARKET, LLC

Signature: /s/ Joshua Shirk
Title: Managing Member

EXHIBIT A

Trademark(s)/Service Mark(s)/Logos

<u>Name</u>	<u>Serial No.</u>	<u>Reg. No.</u>	<u>Country of Issue</u>
RITE	97603003	N/A	United States
BUDDHA INFUSED	97850159	N/A	United States
BUDDHA INFUSED	97443787	N/A	United States

SUBMISSION TYPE: NEW ASSIGNMENT
NATURE OF CONVEYANCE: ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

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Phone: 3237416500

Email: GBP@pmLegal.law

Correspondent Name: Gregory B. Perleberg

Address Line 1: 4223 Glencoe Avenue

Address Line 2: Ste A220

Address Line 4: Marina Del Rey, CALIFORNIA 90292

ATTORNEY DOCKET NUMBER: 00967

NAME OF SUBMITTED: Gregory B. Perleberg