

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM858518

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mix Tech, Inc.		11/30/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Mix Media Group LLC		
Street Address:	7111 Santa Monica Boulevard		
Internal Address:	Suite B-701		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90046		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5362247	MIX	
Registration Number:	5362246	MIX	
Registration Number:	5763677	MIX	
Registration Number:	5370805	MIX	
Registration Number:	4687415	MIX	
CORRESPONDENCE DATA			
Fax Number:	3474382134		
<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:	212.826.5579		
Email:	pto@fkks.com		
Correspondent Name:	Catherine M.C. Farrelly		
Address Line 1:	28 Liberty Street		
Address Line 4:	New York, NEW YORK 10005		
NAME OF SUBMITTER:	Catherine M.C. Farrelly		
SIGNATURE:	/Catherine M.C. Farrelly/		
DATE SIGNED:	12/05/2023		
Total Attachments: 6			

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “Trademark Assignment”) is effective as of the 30th day of November, 2023 (the “Effective Date”), by and between Mix Tech, Inc., a Delaware corporation having an address of 660 4th Street #558, San Francisco, CA 94107 (“Assignor”), and Mix Media Group LLC, a Delaware limited liability company having an address of 7111 Santa Monica Blvd Suite B-701, West Hollywood, CA 90046 (“Assignee”).

WHEREAS, Assignor is the owner of the trademark registrations set forth in Exhibit A hereto, the rights represented thereby, and all goodwill associated therewith (the “Trademarks”);

WHEREAS, Assignee and Assignor are parties to that certain Asset Purchase Agreement, dated of the Effective Date (the “Purchase Agreement”), pursuant to which Assignee has agreed to acquire certain assets of Assignor, including all of Assignor’s right, title and interest in and to all of the Trademarks; and

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire, all of Assignor’s right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor and Assignee agree as follows:

1. **Trademark Assignment.** Assignor hereby assigns to Assignee, and Assignee hereby accepts, all right, title, and interest in and to the Trademarks, including the registrations therefor, the rights represented thereby, and all goodwill associated therewith, as of the Effective Date.

2. **Recordal of Chain of Title.** To the extent necessary to record Assignee’s ownership of the Trademarks with the relevant trademark offices, Assignor agrees to execute such confirmatory assignments and to comply with any related notarization, witness signature, or legalization requirements so that recordal of Assignee’s ownership of the Trademarks may be accomplished.

3. **Further Assurances.** Assignor will cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate in full this Trademark Assignment and to fully maintain and enforce the rights hereby conveyed, and to permit Assignee to obtain registrations and/or renewals for and be duly recorded as the registered owner of each of the Trademarks and all other rights hereby conveyed.

4. **Governing Law.** This Trademark Assignment shall be governed by and construed in accordance with the laws of the United States and the State of Delaware.

5. **Entire Agreement.** This Trademark Assignment, together with the Purchase Agreement, constitutes the entire agreement between the parties. No amendment, modification, or waiver of any of the provisions hereof will be valid unless set forth in a written instrument signed by the parties.

6. **Conflict.** Nothing in this Trademark Assignment shall, or shall be deemed to, modify or otherwise affect any provisions of the Purchase Agreement or affect the rights of the parties under the Purchase Agreement. In the event of any conflict between the provisions hereof and the provisions of the Purchase Agreement, the provisions of the Purchase Agreement shall govern and control.

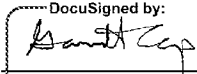
7. **Counterparts.** This Trademark Assignment may be executed in two or more counterparts (including by facsimile or other electronic transmission), each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

[Signature Page Follows]

IN WITNESS THEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed by their duly authorized representatives.

MIX TECH, INC.

MIX MEDIA GROUP LLC

By:  _____
DocuSigned by:
52CE3A2FB905429...

By: _____

Name: Garrett Camp

Name: Lara N. Gilman

Title: Chief Executive Officer

Title: President

IN WITNESS THEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed by their duly authorized representatives.

MIX TECH, INC.

MIX MEDIA GROUP LLC

By: _____

By: Lara Gilman

Name: Garrett Camp

Name: Lara N. Gilman

Title: Chief Executive Officer

Title: President

EXHIBIT A

TRADEMARKS

Mark	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
MIX	United States	App 86578349	App 27-MAR-2015	Reg 5362247	Reg 26-DEC-2017	Registered	MIX TECH, INC.
MIX	United States	App 86578347	App 27-MAR-2015	Reg 5362246	Reg 26-DEC-2017	Registered	MIX TECH, INC.
MIX	United States	App 86521039	App 02-FEB-2015	Reg 5763677	Reg 28-MAY-2019	Registered	MIX TECH, INC.
MIX	United States	App 86983375	App 02-FEB-2015	Reg 5370805	Reg 02-JAN-2018	Registered	MIX TECH, INC.
MIX	United States	App 86256665	App 18-APR-2014	Reg 4687415	Reg 17-FEB-2015	Registered	MIX TECH, INC.
MIX	Canada	App 1679074	App 29-MAY-2014	Reg TMA921457	Reg 27-NOV-2015	Registered	Mix Tech, Inc.
MIX	Brazil	App 907872913	App 24-JUN-2014	Reg 907872913	Reg 01-OCT-2019	Registered	MIX TECH, INC. (United States of America)
MIX	Mexico	App 1506734	App 16-JUL-2014	Reg 1498206	Reg 01-DEC-2014	Registered	Mix Tech, Inc.
MIX	United Kingdom	App UK00913023551	App 24-JUN-2014	Reg UK00913023551	Reg 29-DEC-2014	Registered	Mix Tech, Inc. (United States of America)
MIX	EUTM	App 13023551	App 24-JUN-2014	Reg 13023551	Reg 29-DEC-2014	Registered	Mix Tech, Inc. (United States of America)
MIX	India	App 2766853	App 02-JUL-2014	Reg 2766853	Reg 27-FEB-2020	Registered	MIX TECH, INC Body Incorporate (United States of America)
MIX	Japan	App 2014-052451	App 24-JUN-2014	Reg 5889685	Reg 21-OCT-2016	Registered	MIX TECH, INC. (United States of America) ミックテック, インコーポレイテッド

Mark	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
MIX	South Korea	App 41-2014-0025175	App 24-JUN-2014	Reg 4103784290000	Reg 23-NOV-2016	Registered	Mix Tech, Inc. (United States of America) 믹스 테크, 인크.
MIX	Russian Federation	App 2016703267	App 08-FEB-2016	Reg 630617	Reg 19-SEP-2017	Registered	Mix Tech, Inc. (United States of America)
MIX	Russian Federation	App 2014720893	App 18-APR-2014	Reg 569949	Reg 31-MAR-2016	Registered	Mix Tech, Inc. (United States of America)

TRADEMARK

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