

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM858897

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Instagram, LLC		11/16/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Meta Platforms, Inc.		
<b>Street Address:</b>	1601 Willow Road		
<b>City:</b>	Menlo Park		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94025		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	7204241	REELS	
<b>Registration Number:</b>	7115738	REELS	
<b>Registration Number:</b>	7020288		
<b>Serial Number:</b>	90017320		
<b>Serial Number:</b>	90394764		
<b>Serial Number:</b>	90979127		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4155940877		
<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>			
<b>Phone:</b>	4152734791		
<b>Email:</b>	IGProsecution@kilpatricktownsend.com		
<b>Correspondent Name:</b>	Kilpatrick Townsend & Stockton LLP		
<b>Address Line 1:</b>	Two Embarcadero Center, Suite 1900		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
<b>NAME OF SUBMITTER:</b>	Calla Yee		
<b>SIGNATURE:</b>	/Calla E. Yee/		
<b>DATE SIGNED:</b>	12/06/2023		

OP \$165.00 7204241

**Total Attachments: 3**

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## **TRADEMARK ASSIGNMENT**

This Trademark Assignment (the "Assignment") is made and entered into by and between Instagram, LLC, a Delaware limited liability company with a principal address at 1601 Willow Road, Menlo Park, California 94025, United States of America ("Assignor") and Meta Platforms, Inc., a Delaware corporation with a principal address at 1601 Willow Road, Menlo Park, California 94025, United States of America ("Assignee").

WHEREAS, Assignor owns all right, title, and interest in and to the trademarks set forth on Schedule 1 hereto, including all common law rights therein, all applications and registrations therefor, and all goodwill associated therewith and symbolized thereby (collectively, the "Trademarks"); and,

WHEREAS, Assignor desires to assign all its right, title, and interest in and to the Trademarks to Assignee, and Assignee desires to confirm as a matter of record its acquisition of the Trademarks.

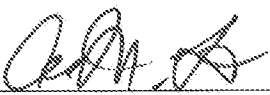
WHEREAS, Assignee, the successor of Assignor's ongoing and existing business to which the Marks pertain, is desirous of acquiring all of Assignor's rights in the Marks and the Applications, including the goodwill associated with the ongoing and existing business, the Marks and any and all claims, demands, and causes of action for infringement of the Marks, past, present, and future.

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor

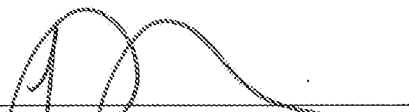
assigns to Assignee all of Assignor's right, title and interest in and to the Trademarks, including all common law rights therein, all applications and registrations therefor, and all goodwill associated therewith and symbolized thereby, including the right to sue and recover damages for future, present, and past infringements related to the Trademarks.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed and effective the 16 day of November, 2023.





Instagram, LLC

By:   
Name: Allen Lo  
Title: Vice President

META PLATFORMS, INC.

By:   
Name: Scott Minden  
Title: Director & Associate General Counsel

**SCHEDULE 1**

Country	Mark	Status	Serial No.	Filing Date	Reg. No.	Reg. Date
United States	REELS	Registered	88984782	May 20, 2020	7204241	October 31, 2023
United States	REELS	Registered	88984781	May 20, 2020	7115738	July 18, 2023
United States		Pending	90017320	June 23, 2020		
United States		Registered	90979091	June 23, 2020	7020288	April 4, 2023
United States		Pending	90394764	December 18, 2020		
United States		Pending	90979127	December 18, 2020		