

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM860451

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Neil Davis		12/11/2023	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Kobe Bryant, LLC		
Street Address:	1551 North Tustin Avenue, Suite 1000		
City:	Santa Ana		
State/Country:	CALIFORNIA		
Postal Code:	92705		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	88835005	LIVE 24/8/365	
Serial Number:	90647832	24/8/365	
Serial Number:	88835796	24 8 365	
CORRESPONDENCE DATA			
Fax Number:	3102822200		
<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:	310-282-2000		
Email:	trademarks@loeb.com		
Correspondent Name:	Melanie Howard		
Address Line 1:	10100 Santa Monica Blvd.		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
NAME OF SUBMITTER:	Melanie Howard		
SIGNATURE:	/melaniehoward/		
DATE SIGNED:	12/12/2023		
Total Attachments: 3			
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INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (the “Assignment”) is by and between **Neil Davis**, an individual with an address of 575 Pomeroy Avenue Pittsfield, Massachusetts 01201, on the one hand, and **Kobe Bryant, LLC**, a Delaware limited liability company, 1551 North Tustin Avenue, Suite 1000 Santa Ana, California, 92705 (“Assignee”) (collectively referred to as the “Parties” or individually as a “Party”), on the other hand, as of October 1, 2023 (the “Effective Date”).

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, absolutely and forever, all right, title, and interest, in any and all Intellectual Property Rights (as defined herein) Assignor currently possesses in the assets identified in **Exhibit A** (the “Assets”), as well as all causes of action for any and all past infringement of the rights being assigned herein and the right to receive and retain any proceeds relating to those infringements. Without limiting the generality of the foregoing grant, Assignor acknowledges that Assignee and its successors and assigns shall have the sole and exclusive right in perpetuity and throughout the universe to use, reproduce, license, exploit, sell, assign, make derivative works from, or otherwise dispose of all or any part of the Assets, in any format or version, by any means and in any media, now known or hereafter developed. For purposes of this Assignment, “Intellectual Property Rights” means any and all (i) copyrights (including derivative works) and other rights associated with works of authorship throughout the world, (ii) trade secrets and other confidential information, (iii) trademarks, trade names, fictitious business names, Internet domain names, and all of the goodwill associated with the foregoing in the United States and around the world, (iv) social media handles and domain names; (v) all other intellectual property of every kind and nature throughout the world and however designated, whether arising under statute or common law, by operation of law, contract, license, or otherwise, including all moral rights as well as any other rights whatsoever, and/or (vi) all registrations, applications, renewals, extensions, continuations, divisions, or reissues of any of the foregoing in (i) through (vi).

2. Representations; Warranties; Covenants.

a. Assignor represents and warrants that (i) Assignor has the full power to enter into this Agreement and grant and assign all Intellectual Property Rights to Assignee; (ii) the Assets comprise all of the Intellectual Property Rights owned by Assignee incorporating “8” and “24” or any other Intellectual Property Rights or publicity rights owned by Assignee; and (iii) Assignor has not assigned to any other party any of the Assets, in whole or in part.

b. Assignor covenants that Assignor will cease all use of the Assets as of the Effective Date, including on or in connection with the following: (i) Assignor’s LinkedIn page at <https://www.linkedin.com/in/neil-davis-747nd>; (ii) Assignor’s Shopify site at <https://live-24-8-365.myshopify.com/>; and (iii) LIVE 24/8/365, A BENEFIT CORPORATION, a Massachusetts Domestic Benefit Corporation filed on January 6, 2022 with file number 001554327.

3. Further Documents. Assignor agrees to execute and deliver such additional documents as may be reasonably necessary to vest full title in and to the Assets to Assignee and otherwise effectuate the intent of this Assignment.

4. Binding Effect. This Assignment is and shall be binding upon the Parties, their heirs, executors, administrators, representatives, agents, employees, affiliates, officers, related entities and principals of the Parties, and their successors and assigns.

5. Signature by Counterparts or Facsimile. This Assignment may be executed in counterparts by the Parties. All counterparts shall be binding on all Parties, notwithstanding that all Parties are not signatory to the original or same counterpart. The Parties agree to accept signatures by facsimile.

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6. Modification. This Assignment shall not be modified by either Party by any oral representation or agreement made before, or after, the execution of this Assignment. All modifications must be in writing and signed by each Party hereto.

7. Authority. Assignor represents and warrants that he has the full right, power, and authority to enter into this Assignment and perform all of his obligations hereunder.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the Effective Date.

NEIL DAVIS

Signature: 

Dated: December 11, 2023


Exhibit A

Unregistered Trademarks

24/8/365

LIVE 24/8/365

Trademark Applications

Mark	Applicant	Jurisdiction	Application Number	Goods/Services
LIVE 24/8/365	Neil Davis, an Individual	United States	88835005	Class 25: Clothing, namely, swimsuits, clothing for gymnastics, cyclists' clothing, dresses, gloves, headbands, hoodies, jackets, jerseys, leggings, leg warmers, neckties, jackets, pants, pullovers, jumpers, pajamas, shirts, short-sleeve shirts, singlets, sports jerseys, skirts, skorts, socks, suspenders/braces, underclothing, sweaters, t-shirts, tights, togas, underpants, underwear, waterproof clothing, wet suits; headwear, namely, caps, hats, skull caps, and visors; footwear, namely, athletic shoes, sandals, slides, and flip flops
24/8/365	Neil Davis, an Individual	United States	90647832	Class 25: Clothing, namely, swimsuits, clothing for gymnastics, cyclists' clothing, dresses, gloves, headbands, hoodies, jackets, jerseys, leggings, leg warmers, neckties, jackets, pants, pullovers, jumpers, pajamas, shirts, short-sleeve shirts, singlets, sports jerseys, skirts, skorts, socks, suspenders/braces, underclothing, sweaters, t-shirts, tights, togas, underpants, underwear, waterproof clothing, wet suits; headwear, namely, caps, hats, skull caps, and visors; footwear, namely, athletic shoes, sandals, slides, and flip flops
	Neil Davis, an Individual	United States	88835796	Class 25: Clothing, namely, swimsuits, clothing for gymnastics, cyclists' clothing, dresses, gloves, headbands, hoodies, jackets, jerseys, leggings, leg warmers, neckties, jackets, pants, pullovers, jumpers, pajamas, shirts, short-sleeve shirts, singlets, sports jerseys, skirts, skorts, socks, suspenders/braces, underclothing, sweaters, t-shirts, tights, togas, underpants, underwear, waterproof clothing, wet suits; headwear, namely, caps, hats, skull caps, and visors; footwear, namely, athletic shoes, sandals, slides, and flip flops

Trademark Registrations

None.

Trade Names, Fictitious Business Names

None.

Copyright Applications

None.

Copyright Registrations

None.

Domain Names

None.

Social Media Usernames/Handles

None.

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