

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI77217

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
RESUBMIT DOCUMENT ID:	900832142		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Holliday Park, LLC		11/28/2023	Limited Liability Company:
RECEIVING PARTY DATA			
Company Name:	SXSW, LLC		
Street Address:	1400 Lavaca Street, Suite 1100		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 39			
Property Type	Number	Word Mark	
Registration Number:	5448491		
Registration Number:	3749755	DAILY CHORD	
Registration Number:	4501036	GRULKE PRIZE	
Registration Number:	4964793	NORTH BY NORTHWEST	
Registration Number:	4964794	NXNW	
Registration Number:	3871242	PANELPICKER	
Registration Number:	4551986	SOUTH BY	
Registration Number:	5201861	SOUTH BY SOUTH LAWN	
Registration Number:	5481544	SOUTH BY SOUTHEAST	
Registration Number:	2273216	SOUTH BY SOUTHWEST	
Registration Number:	3765211	SOUTH BY SOUTHWEST	
Registration Number:	4795497	SOUTH BY SOUTHWEST	
Registration Number:	4885868	SOUTH BY SOUTHWEST	
Registration Number:	5498834	SOUTH BY SOUTHWEST	
Registration Number:	4849708	SOUTHBITES	
Registration Number:	4178406	STARTUP VILLAGE	
Registration Number:	4653104	STYLE BY	
Registration Number:	5617743	SX	

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	5481543	SXSE
Registration Number:	5201862	SXSL
Registration Number:	2509383	SXSW
Registration Number:	2043596	SXSW
Registration Number:	3773290	SXSW
Registration Number:	4617910	SXSW
Registration Number:	5498835	SXSW
Registration Number:	4157133	SXSW ACCELERATOR
Registration Number:	5448489	SXSW
Registration Number:	5448490	SXSW
Registration Number:	4832723	SXSW CARES
Registration Number:	6068072	SXSW CENTER
Registration Number:	4956999	SXSW ON
Registration Number:	4999237	SXSW ON
Registration Number:	4886212	SXSW V2V
Registration Number:	4629171	SXSW V2V
Registration Number:	3970209	SXSWEDU
Registration Number:	2313345	SXSWEK
Registration Number:	4617911	SXSWFM
Registration Number:	3348560	SXSWORLD
Registration Number:	3494119	SXSWORLD

CORRESPONDENCE DATA

Fax Number: 5125056348

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.

Phone: 5124956048

Email: bsteffensen@mcginnislaw.com

Correspondent Name: Britt Steffensen

Address Line 1: 1111 W. 6th Street, Bldg. B, Suite 400

Address Line 4: Austin, TEXAS 78703

NAME OF SUBMITTER:	Britt Steffensen
SIGNATURE:	Britt Steffensen
DATE SIGNED:	03/07/2024

Total Attachments: 19

- source=SXSW - Release of Trademark Security Interest - Holliday Park_ LLC (SXSW_ LLC) (Executed)#page1.tif
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- source=SXSW - Release of Trademark Security Interest - Holliday Park_ LLC (SXSW_ LLC) (Executed)#page4.tif
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RELEASE OF TRADEMARK SECURITY INTEREST

This RELEASE OF TRADEMARK SECURITY INTEREST (this “Release”) is made and effective as of November 28, 2023 and granted by HOLLIDAY PARK, LLC, a Delaware limited liability company (the “Secured Party”), in favor of SXSU, LLC, a Texas limited liability company (the “Grantor”), and its successors, assigns and legal representatives.

RECITALS

WHEREAS, pursuant to that certain Loan and Security Agreement dated as of April 2, 2021 (the “Loan Agreement”) among the Grantor and Chesney Park, LLC, as predecessor in interest to Secured Party (“Chesney”) and that certain Intellectual Property Security Agreement dated as of April 2, 2021, the Grantor executed and delivered to the Chesney that certain Trademark Security Agreement dated as of April 2, 2021 by and between the Grantor and the Chesney (the “Trademark Security Agreement”);

WHEREAS, pursuant to that certain Assignment and Acceptance, dated as of August 24, 2021, by and among Chesney Park, LLC, as assignor, and Holliday Park, LLC, as assignee, Chesney Park assigned its rights and obligations under the Loan Agreement and the Trademark Security Agreement to Secured Party;

WHEREAS, pursuant to the Trademark Security Agreement, the Grantor pledged and granted to Chesney a security interest in and to all of the right, title and interest of such Grantor in, to and under the Trademark Collateral (as defined below);

WHEREAS, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office at Reel 007249, Frame 0602 through Frame 0624 on April 8, 2021; and

WHEREAS, the Grantor has requested that the Secured Party enter into this Release in order to effectuate, evidence and record the release and reassignment to the Grantor of any and all right, title and interest the Secured Parties may have in the Trademark Collateral pursuant to the Trademark Security Agreement.

AGREEMENTS

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Secured Party hereby states as follows:

1. Release of Security Interest. The Secured Party, its successors, legal representatives and assigns, hereby terminates the Trademark Security Agreement and terminates, releases and discharges any and all security interests that it has pursuant to the Trademark Security Agreement in any and all right, title and interest of the Grantor, and reassigns to the Grantor any and all right, title and interest that it may have, in, to and under the following (collectively, the “Trademark Collateral”):

(a) all U.S. and foreign trademarks, trade names, assumed names, registered trademarks, trademark applications, registered trade dress, trade dress applications, service marks, registered service marks and service mark applications, unregistered trademarks, unregistered trade dress, common law trademarks and service marks, common law trade dress, and domain names, and all related intellectual property including without limitation (i) the trade names, registered trademarks, trademark applications, registered service marks and service mark applications, registered trade dress and trade dress applications listed on Schedule I attached hereto, and (ii) all renewals and extensions thereof (collectively, the "Trademarks"), but excluding any "intent-to-use" trademark applications to the extent that, and solely during the period in which, the grant, attachment, or enforcement of a security interest therein would, under Section 1(b) of the Lanham Act, 15 U.S.C. § 1051 or other applicable federal law, impair the registrability of such applications or the validity or enforceability of registrations issuing from such applications;

(b) all income, royalties, damages, payments and other proceeds now and hereafter due or payable under and with respect to the foregoing, including payments under all licenses and permission agreements entered into in connection therewith and damages and payments for past or future infringements or dilutions thereof;

(c) the right to sue for past, present and future infringements and dilutions of the Trademark Collateral described in clause (a) above;

(d) the goodwill symbolized by, and/or connected with the use of, the Trademark Collateral described in clause (a) above;

(e) all contract rights, documents, applications, licenses, materials and other matters related to any of the foregoing;

(f) all tangible property embodying or incorporating any of the Trademark Collateral described in clause (a) above; and

(g) all of Grantor's rights corresponding to any of the foregoing throughout the world.

2. Recordation. The Secured Party authorizes and requests that the Commissioner for Trademarks and any other applicable government officials record and register this Release of Trademark Security Agreement upon request by the Grantor.

3. Further Assurances. The Secured Party agrees, at Grantor's expense, to take all further actions, and provide to the Grantor and its successors, assigns and legal representatives all such cooperation and assistance, including, without limitation, the execution and delivery of any and all further documents or other instruments, as the Grantor and its successors, assigns and legal representatives may reasonably request in order to confirm, effectuate or record this Release.

4. Counterparts. This Release may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a

signature page of this Agreement by facsimile or in electronic (e.g., “pdf” or “tif”) format shall be effective as delivery of a manually executed counterpart of this Agreement.

5. Governing Law. This Agreement shall be governed by, and construed in accordance with, the laws of the State of New York.

[Signature page follows]



IN WITNESS WHEREOF, the Secured Party has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

HOLLIDAY PARK, LLC,
a Delaware limited liability company

By: Anthony D. Minella
Name: Anthony D. Minella
Title: President





SCHEDULE I

TRADEMARKS


Country	Trademark	Application No	Registration No	App. Date	Status	Owner
Australia	LAUNCHEDU	1482508	1482508	Mar 26 2012	Registered	SXSW, LLC
Australia	SOUTH BY	1368834	1368834	Jun 24 2010	Registered	SXSW, LLC
Australia	SOUTH BY	2025135		Jul 24 2019	Pending	SXSW, LLC
Australia	SOUTH BY SOUTHEAST	1817256	1817256	Aug 26 2016	Registered	SXSW, LLC
Australia	SOUTH BY SOUTHWEST	1323927	1323927	Oct 1 2009	Registered	SXSW, LLC
Australia	SOUTH BY SOUTHWEST	1509332	1509332	Aug 17 2012	Registered	SXSW, LLC
Australia	SOUTH BY SOUTHWEST	2025134		Jul 24 2019	Pending	SXSW, LLC
Australia	SOUTHBITES	1731053	1731053	Aug 3 2015	Registered	SXSW, LLC
Australia	STARTUP VILLAGE	1487986	1487986	Apr 27 2012	Registered	SXSW, LLC
Australia	SXSE	1815917	1815917	Aug 26 2016	Registered	SXSW, LLC
Australia	SXSW	1323926	1323926	Oct 1 2009	Registered	SXSW, LLC
Australia	SXSW	1509333	1509333	Aug 17 2012	Registered	SXSW, LLC
Australia	SXSW	2025136	2025136	Jul 24 2019	Registered	SXSW, LLC
Australia	SXSW ACCELERATOR	1482087	1482087	Mar 21 2012	Registered	SXSW, LLC
Australia	SXSW and Arrow Design (Horizontal) 	1945720	1945720	Mar 9 2018	Registered	SXSW, LLC
Australia	SXSW and Arrow Design (Stacked) 	1935416	1935416	Mar 9 2018	Registered	SXSW, LLC
Australia	SXSW ECO	1463140	1463140	Dec 1 2011	Registered	SXSW, LLC
Australia	SXSW ON	1743713	1743713	Aug 3 2015	Registered	SXSW, LLC
Australia	SXSW V2V	1548485	1548485	Mar 20 2013	Registered	SXSW, LLC
Australia	SXSWFM	1509334	1509334	Aug 17 2012	Registered	SXSW, LLC
Australia	SXSWORLD	1159389	1159389	Feb 1 2007	Registered	SXSW, LLC
Brazil	SOUTH BY SOUTHWEST	840632908		Sep 5 2013	Pending	SXSW, LLC




[Signature Page to Release of Trademark Security Interest]




TRADEMARK
REEL: 008359 FRAME: 0821

Country	Trademark	Application No	Registration No	App. Date	Status	Owner
Brazil	SOUTH BY SOUTHWEST	840632924	840632924	Sep 5 2013	Registered	SXSW, LLC
Brazil	SOUTH BY SOUTHWEST	840632932	840632932	Sep 5 2013	Registered	SXSW, LLC
Brazil	SOUTHBITES	909774544	909774544	Aug 3 2015	Registered	SXSW, LLC
Brazil	SOUTHBITES	909774609	909774609	Aug 3 2015	Registered	SXSW, LLC
Brazil	SXSPORTS	907526772	907526772	Apr 3 2014	Registered	SXSW, LLC
Brazil	SXSW	840632843	840632843	Sep 5 2013	Registered	SXSW, LLC
Brazil	SXSW	840632851	840632851	Sep 5 2013	Registered	SXSW, LLC
Brazil	SXSW	840632860	840632860	Sep 5 2013	Registered	SXSW, LLC
Brazil	SXSW	840632886	840632886	Sep 5 2013	Registered	SXSW, LLC
Brazil	SXSW	840632894	840632894	Sep 5 2013	Registered	SXSW, LLC
Brazil	SXSW and Arrow Design (Horizontal) 	914346016	914346016	Mar 16 2018	Registered	SXSW, LLC
Brazil	SXSW and Arrow Design (Horizontal) 	914346083	914346083	Mar 16 2018	Registered	SXSW, LLC
Brazil	SXSW and Arrow Design (Horizontal) 	914345958	914345958	Mar 16 2018	Registered	SXSW, LLC
Brazil	SXSW and Arrow Design (Stacked) 	914345923	914345923	Mar 16 2018	Registered	SXSW, LLC
Brazil	SXSW ON	909774650	909774650	Aug 3 2015	Registered	SXSW, LLC
Brazil	SXSW ON	909774676	909774676	Aug 3 2015	Registered	SXSW, LLC
Canada	LAUNCHEDU	1570400	TMA929981	Mar 26 2012	Registered	SXSW, LLC
Canada	SOUTH BY	1489488	TMA1034785	Jul 21 2010	Registered	SXSW, LLC




Country	Trademark	Application No	Registration No	App. Date	Status	Owner
Canada	SOUTH BY SOUTHEAST	1797571	TMA1081445	Aug 25 2016	Registered	SXSW, LLC
Canada	SOUTH BY SOUTHWEST	1453999	TMA818119	Oct 2 2009	Registered	SXSW, LLC
Canada	SOUTH BY SOUTHWEST	1590739	TMA952011	Aug 20 2012	Registered	SXSW, LLC
Canada	SOUTHBITES	1741183	TMA1002126	Aug 4 2015	Registered	SXSW, LLC
Canada	STARTUP VILLAGE	1575188	TMA983358	Apr 26 2012	Registered	SXSW, LLC
Canada	SX	1766707		Feb 5 2016	Pending	SXSW, LLC
Canada	SXSE	1797568	TMA1081446	Aug 25 2016	Registered	SXSW, LLC
Canada	SXSPORTS	1670787	TMA967268	Apr 1 2014	Registered	SXSW, LLC
Canada	SXSW	1453997	TMA818118	Oct 2 2009	Registered	SXSW, LLC
Canada	SXSW	1590740	TMA931121	Aug 20 2012	Registered	SXSW, LLC
Canada	SXSW ACCELERATOR	1569959	TMA914551	Mar 22 2012	Registered	SXSW, LLC
Canada	SXSW and Arrow Design (Horizontal) 	1887805		Mar 13 2018	Pending	SXSW, LLC
Canada	SXSW and Arrow Design (Stacked) 	1887540		Mar 12 2018	Pending	SXSW, LLC
Canada	SXSW ECO	1554363	TMA914556	Nov 30 2011	Registered	SXSW, LLC
Canada	SXSW V2V	1619163	TMA985831	Mar 20 2013	Registered	SXSW, LLC
Canada	SXSWFM	1590741	TMA931137	Aug 20 2012	Registered	SXSW, LLC
Canada	SXSWORLD	1333878	TMA757649	Feb 2 2007	Registered	SXSW, LLC
China	LAUNCHEDU	10682034	10682034	Mar 27 2012	Registered	SXSW, LLC
China	LAUNCHEDU	10682035	10682035	Mar 27 2012	Registered	SXSW, LLC
China	SOUTH BY SOUTHWEST	8873111	8873111	Nov 23 2010	Registered	SXSW, LLC
China	SOUTH BY SOUTHWEST	11390173	11390173	Aug 23 2012	Registered	SXSW, LLC
China	SOUTH BY SOUTHWEST	11390172	11390172	Aug 23 2012	Registered	SXSW, LLC
China	SOUTH BY SOUTHWEST	11390171	11390171	Aug 23 2012	Registered	SXSW, LLC
China	SOUTHBITES	86523530	G1270621	Aug 3 2015	Registered	SXSW, LLC
China	STARTUP VILLAGE	10838875	10838875	Apr 27 2012	Registered	SXSW, LLC
China	STARTUP VILLAGE	10838873	10838873	Apr 27 2012	Registered	SXSW, LLC
China	STARTUP VILLAGE	10838874	10838874	Apr 27 2012	Registered	SXSW, LLC


Country	Trademark	Application No	Registration No	App. Date	Status	Owner
China	SXSW	8873112	8873112	Nov 23 2010	Registered	SXSW, LLC
China	SXSW	11390170	11390170	Aug 23 2012	Registered	SXSW, LLC
China	SXSW	11390169	11390169	Aug 23 2012	Registered	SXSW, LLC
China	SXSW	11390168	11390168	Aug 23 2012	Registered	SXSW, LLC
China	SXSW ACCELERATOR	10658548	10658548	Mar 22 2012	Registered	SXSW, LLC
China	SXSW ACCELERATOR	10658546	10658546	Mar 22 2012	Registered	SXSW, LLC
China	SXSW ACCELERATOR	10658547	10658547	Mar 22 2012	Registered	SXSW, LLC
China	SXSW and Arrow Design (Horizontal) 	87612744	G1415854	Mar 9 2018	Registered	SXSW, LLC
China	SXSW and Arrow Design (Stacked) 	87612748	G1408276	Mar 9 2018	Registered	SXSW, LLC
China	SXSW ECO	10256836	10256836	Dec 1 2011	Registered	SXSW, LLC
China	SXSW V2V	12293249	12293249	Mar 20 2013	Registered	SXSW, LLC
China	SXSW V2V	12293248	12293248	Mar 20 2013	Registered	SXSW, LLC
China	SXSW V2V	12293247	12293247	Mar 20 2013	Registered	SXSW, LLC
China	SXSW V2V	12293245	12293245	Mar 20 2013	Registered	SXSW, LLC
China	SXSWFM	11390167	11390167	Aug 23 2012	Registered	SXSW, LLC
China	SXSWFM	11390166	11390166	Aug 23 2012	Registered	SXSW, LLC
China	SXSWFM	11390165	11390165	Aug 23 2012	Registered	SXSW, LLC
EUTM	LAUNCHEDU	010757151	010757151	Mar 26 2012	Registered	SXSW, LLC
EUTM	NORTH BY NORTHWEST	007201593	007201593	Aug 29 2008	Registered	SXSW, LLC
EUTM	NXNW	003387305	003387305	Sep 29 2003	Registered	SXSW, LLC
EUTM	NXNW	007201635	007201635	Aug 29 2008	Registered	SXSW, LLC
EUTM	SOUTH BY	009249161	009249161	Jul 15 2010	Registered	SXSW, LLC
EUTM	SOUTH BY SOUTHEAST	1324412	1324412	Aug 26 2016	Registered	SXSW, LLC
EUTM	SOUTH BY SOUTHWEST	003388188	003388188	Sep 29 2003	Registered	SXSW, LLC
EUTM	SOUTH BY SOUTHWEST	008574204	008574204	Sep 25 2009	Registered	SXSW, LLC
EUTM	SOUTH BY SOUTHWEST	011124518	011124518	Aug 16 2012	Registered	SXSW, LLC
EUTM	SOUTH BY SOUTHWEST	013195169	013195169	Aug 22 2014	Registered	SXSW, LLC

Country	Trademark	Application No	Registration No	App. Date	Status	Owner
EUTM	SOUTHBITES	1270621	1270621	Aug 3 2015	Registered	SXSW, LLC
EUTM	STARTUP VILLAGE	010843431	010843431	Apr 27 2012	Registered	SXSW, LLC
EUTM	SX	015081532	015081532	Feb 5 2016	Registered	SXSW, LLC
EUTM	SXSE	1324017	1324017	Aug 26 2016	Registered	SXSW, LLC
EUTM	SXSPORTS	012755071	012755071	Apr 2 2014	Registered	SXSW, LLC
EUTM	SXSW	003388171	003388171	Sep 29 2003	Registered	SXSW, LLC
EUTM	SXSW	008574162	008574162	Sep 25 2009	Registered	SXSW, LLC
EUTM	SXSW	011124625	011124625	Aug 16 2012	Registered	SXSW, LLC
EUTM	SXSW	013195193	013195193	Aug 22 2014	Registered	SXSW, LLC
EUTM	SXSW ACCELERATOR	010748663	010748663	Mar 22 2012	Registered	SXSW, LLC
EUTM	SXSW and Arrow Design (Horizontal) 	1415854	1415854	Mar 9 2018	Registered	SXSW, LLC
EUTM	SXSW and Arrow Design (Stacked) 	1408276	1408276	Mar 9 2018	Registered	SXSW, LLC
EUTM	SXSW ECO	010456804	010456804	Nov 30 2011	Registered	SXSW, LLC
EUTM	SXSW ON	1280101	1280101	Aug 3 2015	Registered	SXSW, LLC
EUTM	SXSW V2V	011673291	011673291	Mar 20 2013	Registered	SXSW, LLC
EUTM	SXSWFM	011124641	011124641	Aug 16 2012	Registered	SXSW, LLC
EUTM	SXSWORLD	005657952	005657952	Feb 1 2007	Registered	SXSW, LLC
India	SXSW and Arrow Design (Horizontal) 	3908227	3908227	Mar 9 2018	Registered	SXSW, LLC

Country	Trademark	Application No	Registration No	App. Date	Status	Owner
India	SXSW and Arrow Design (Stacked) 	3871380	3871380	Mar 9 2018	Registered	SXSW, LLC
Japan	LAUNCHEDU	2012-022896	5539484	Mar 26 2012	Registered	SXSW, LLC
Japan	SOUTH BY SOUTHWEST	2009-073292	5310911	Sep 28 2009	Registered	SXSW, LLC
Japan	SOUTH BY SOUTHWEST	2012-067877	5557471	Aug 22 2012	Registered	SXSW, LLC
Japan	SOUTHBITES	1270621	1270621	Aug 3 2015	Registered	SXSW, LLC
Japan	STARTUP VILLAGE	2012-033722	5568544	Apr 26 2012	Registered	SXSW, LLC
Japan	SXSW	2009-073293	5310912	Sep 28 2009	Registered	SXSW, LLC
Japan	SXSW	2012-067878	5557472	Aug 22 2012	Registered	SXSW, LLC
Japan	SXSW ACCELERATOR	2012-021873	5575582	Mar 22 2012	Registered	SXSW, LLC
Japan	SXSW and Arrow Design (Horizontal) 	1415854	1415854	Mar 9 2018	Registered	SXSW, LLC
Japan	SXSW and Arrow Design (Stacked) 	1408276	1408276	Mar 9 2018	Registered	SXSW, LLC
Japan	SXSW ECO	2011-086367	5505987	Dec 1 2011	Registered	SXSW, LLC
Japan	SXSW ON	1280101	1280101	Aug 3 2015	Registered	SXSW, LLC
Japan	SXSW V2V	2013-020375	5653175	Mar 21 2013	Registered	SXSW, LLC
Japan	SXSWFM	2012-067879	5557473	Aug 22 2012	Registered	SXSW, LLC
Japan	SXSWORLD	2007-009336	5062683	Feb 6 2007	Registered	SXSW, LLC


Country	Trademark	Application No	Registration No	App. Date	Status	Owner
Mexico	SXSW and Arrow Design (Horizontal) 	2100451	1994159	Mar 9 2018	Registered	SXSW, LLC
Mexico	SXSW and Arrow Design (Horizontal) 	2100452	1994160	Mar 9 2018	Registered	SXSW, LLC
Mexico	SXSW and Arrow Design (Horizontal) 	2100453	1994161	Mar 9 2018	Registered	SXSW, LLC
Mexico	SXSW and Arrow Design (Stacked) 	2065417	2001627	Mar 9 2018	Registered	SXSW, LLC
New Zealand	SOUTH BY SOUTHWEST	983955	983955	Sep 5 2013	Registered	SXSW, LLC
New Zealand	SXSW	983953	983953	Sep 5 2013	Registered	SXSW, LLC
New Zealand	SXSW and Arrow Design (Horizontal) 	1099276	1099276	Mar 9 2018	Registered	SXSW, LLC

Country	Trademark	Application No	Registration No	App. Date	Status	Owner
New Zealand	SXSW and Arrow Design (Stacked) 	1095935	1095935	Mar 9 2018	Registered	SXSW, LLC
Norway	SXSW and Arrow Design (Horizontal) 	201810304	1415854	Mar 9 2018	Registered	SXSW, LLC
Norway	SXSW and Arrow Design (Stacked) 	201808122	1408276	Mar 9 2018	Registered	SXSW, LLC
Republic of Korea (South)	LAUNCHEDU	41-2012-0010453	41-0250252-0000	Mar 27 2012	Registered	SXSW, LLC
Republic of Korea (South)	SOUTH BY SOUTHWEST	41-2011-0002469	41-0230492-0000	Jan 26 2011	Registered	SXSW, LLC
Republic of Korea (South)	SOUTH BY SOUTHWEST	41-2012-0028390	41-0266724-0000	Aug 22 2012	Registered	SXSW, LLC
Republic of Korea (South)	SOUTHBITES	1270621	1270621	Aug 3 2015	Registered	SXSW, LLC
Republic of Korea (South)	STARTUP VILLAGE	41-2012-0014721	41-0259563-0000	Apr 27 2012	Registered	SXSW, LLC
Republic of Korea (South)	SXSW	41-2011-0002470	41-0230486-0000	Jan 26 2011	Registered	SXSW, LLC

Country	Trademark	Application No	Registration No	App. Date	Status	Owner
Republic of Korea (South)	SXSW	41-2012-0028391	41-0270983-0000	Aug 22 2012	Registered	SXSW, LLC
Republic of Korea (South)	SXSW ACCELERATOR	41-2012-0009815	41-0272832-0000	Mar 22 2012	Registered	SXSW, LLC
Republic of Korea (South)	SXSW and Arrow Design (Horizontal) SXSW ↙	1415854	1415854	Mar 9 2018	Registered	SXSW, LLC
Republic of Korea (South)	SXSW and Arrow Design (Stacked) 	1408276	1408276	Mar 9 2018	Registered	SXSW, LLC
Republic of Korea (South)	SXSW ECO	41-2011-0038389	41-0270237-0000	Dec 1 2011	Registered	SXSW, LLC
Republic of Korea (South)	SXSW V2V	45-2013-0001539	45-0050286-0000	Mar 20 2013	Registered	SXSW, LLC
Republic of Korea (South)	SXSWFM	41-2012-0028392	41-0266676-0000	Aug 22 2012	Registered	SXSW, LLC
Russian Federation	SOUTH BY SOUTHWEST	2013730152	562644	Sep 2 2013	Registered	SXSW, LLC
Russian Federation	SXSW and Arrow Design (Horizontal) SXSW ↙	1415854	1415854	Mar 9 2018	Registered	SXSW, LLC
Russian Federation	SXSW and Arrow Design (Stacked)	1408276	1408276	Mar 9 2018	Registered	SXSW, LLC
Singapore	SXSW	T1310090I	T1310090I	Jun 24 2013	Registered	SXSW, LLC



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Singapore	SXSW and Arrow Design (Horizontal) SXSW 	40201815456U	40201815456U	Mar 9 2018	Registered	SXSW, LLC
Singapore	SXSW and Arrow Design (Stacked)  SXSW	40201812213T	40201812213T	Mar 9 2018	Registered	SXSW, LLC
Switzerland	SXSW and Arrow Design (Horizontal) SXSW 	1415854	1415854	Mar 9 2018	Registered	SXSW, LLC
Switzerland	SXSW and Arrow Design (Stacked)  SXSW	1408276	1408276	Mar 9 2018	Registered	SXSW, LLC
Ukraine	SOUTH BY SOUTHWEST	m 2013 15955	197592	Sep 3 2013	Registered	SXSW, LLC
Ukraine	SXSW	m 2013 15953	195952	Sep 3 2013	Registered	SXSW, LLC
Ukraine	SXSW and Arrow Design (Horizontal) SXSW 	1415854	1415854	Mar 9 2018	Registered	SXSW, LLC
Ukraine	SXSW and Arrow Design (Stacked)  SXSW	1408276	1408276	Mar 9 2018	Registered	SXSW, LLC

Country	Trademark	Application No	Registration No	App. Date	Status	Owner
United Kingdom	LAUNCHEDU	UK00910757151	UK00910757151	Mar 26 2012	Registered	SXSW, LLC
United Kingdom	NORTH BY NORTHWEST	UK00907201593	UK00907201593	Aug 29 2008	Registered	SXSW, LLC
United Kingdom	NXNW	UK00903387305	UK00903387305	Sep 29 2003	Registered	SXSW, LLC
United Kingdom	NXNW	UK00907201635	UK00907201635	Aug 29 2008	Registered	SXSW, LLC
United Kingdom	SOUTH BY	UK00909249161	UK00909249161	Jul 15 2010	Registered	SXSW, LLC
United Kingdom	SOUTH BY SOUTHEAST	UK00801324412	UK00801324412	Aug 26 2016	Registered	SXSW, LLC
United Kingdom	SOUTH BY SOUTHWEST	UK00903388188	UK00903388188	Sep 29 2003	Registered	SXSW, LLC
United Kingdom	SOUTH BY SOUTHWEST	UK00908574204	UK00908574204	Sep 25 2009	Registered	SXSW, LLC
United Kingdom	SOUTH BY SOUTHWEST	UK00911124518	UK00911124518	Aug 16 2012	Registered	SXSW, LLC
United Kingdom	SOUTH BY SOUTHWEST	UK00913195169	UK00913195169	Aug 22 2014	Registered	SXSW, LLC
United Kingdom	SOUTHBITES	UK00801270621	UK00801270621	Aug 3 2015	Registered	SXSW, LLC
United Kingdom	STARTUP VILLAGE	UK00910843431	UK00910843431	Apr 27 2012	Registered	SXSW, LLC
United Kingdom	SX	UK00915081532	UK00915081532	Feb 5 2016	Registered	SXSW, LLC
United Kingdom	SXSE	UK00801324017	UK00801324017	Aug 26 2016	Registered	SXSW, LLC
United Kingdom	SXSPORTS	UK00912755071	UK00912755071	Apr 2 2014	Registered	SXSW, LLC
United Kingdom	SXSW	UK00903388171	UK00903388171	Sep 29 2003	Registered	SXSW, LLC
United Kingdom	SXSW	UK00908574162	UK00908574162	Sep 25 2009	Registered	SXSW, LLC
United Kingdom	SXSW	UK00911124625	UK00911124625	Aug 16 2012	Registered	SXSW, LLC
United Kingdom	SXSW	UK00913195193	UK00913195193	Aug 22 2014	Registered	SXSW, LLC
United Kingdom	SXSW ACCELERATOR	UK00910748663	UK00910748663	Mar 22 2012	Registered	SXSW, LLC
United Kingdom	SXSW and Arrow Design (Horizontal) SXSW 	UK00801415854	UK00801415854	Mar 9 2018	Registered	SXSW, LLC

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United Kingdom	SXSW and Arrow Design (Stacked) 	UK00801408276	UK00801408276	Mar 9 2018	Registered	SXSW, LLC
United Kingdom	SXSW ECO	UK00910456804	UK00910456804	Nov 30 2011	Registered	SXSW, LLC
United Kingdom	SXSW ON	UK00801280101	UK00801280101	Aug 3 2015	Registered	SXSW, LLC
United Kingdom	SXSW V2V	UK00911673291	UK00911673291	Mar 20 2013	Registered	SXSW, LLC
United Kingdom	SXSWFM	UK00911124641	UK00911124641	Aug 16 2012	Registered	SXSW, LLC
United Kingdom	SXSWORLD	UK00905657952	UK00905657952	Feb 1 2007	Registered	SXSW, LLC
United States of America	Arrow Design 	87/612,750	5,448,491	Sep 18 2017	Registered	SXSW, LLC
United States of America	DAILY CHORD	77/785,637	3,749,755	Jul 21 2009	Registered	SXSW, LLC
United States of America	GRULKE PRIZE	86/013,844	4,501,036	Jul 18 2013	Registered	SXSW, LLC
United States of America	NORTH BY NORTHWEST	85/606,253	4,964,793	Apr 24 2012	Registered	SXSW, LLC
United States of America	NXNW	85/606,261	4,964,794	Apr 24 2012	Registered	SXSW, LLC

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United States of America	PANELPICKER	77/771,041	3,871,242	Jun 30 2009	Registered	SXSW, LLC
United States of America	SOUTH BY	77/927,730	4,551,986	Feb 4 2010	Registered	SXSW, LLC
United States of America	SOUTH BY SOUTH LAWN	87/158,824	5,201,861	Sep 1 2016	Registered	SXSW, LLC
United States of America	SOUTH BY SOUTHEAST	86/921,268	5,481,544	Feb 26 2016	Registered	SXSW, LLC
United States of America	SOUTH BY SOUTHWEST	75/090,500	2,273,216	Apr 18 1996	Registered	SXSW, LLC
United States of America	SOUTH BY SOUTHWEST	77/705,776	3,765,211	Apr 2 2009	Registered	SXSW, LLC
United States of America	SOUTH BY SOUTHWEST	85/550,411	4,795,497	Feb 23 2012	Registered	SXSW, LLC
United States of America	SOUTH BY SOUTHWEST	86/659,654	4,885,868	Jun 11 2015	Registered	SXSW, LLC
United States of America	SOUTH BY SOUTHWEST	87/359,403	5,498,834	Mar 6 2017	Registered	SXSW, LLC
United States of America	SOUTHBITES	86/523,530	4,849,708	Feb 3 2015	Registered	SXSW, LLC
United States of America	STARTUP VILLAGE	85/457,483	4,178,406	Oct 27 2011	Registered	SXSW, LLC
United States of America	STYLE BY	85/216,224	4,653,104	Jan 12 2011	Registered	SXSW, LLC
United States of America	SX	86/715,274	5,617,743	Aug 5 2015	Registered	SXSW, LLC
United States of America	SXSE	86/921,261	5,481,543	Feb 26 2016	Registered	SXSW, LLC
United States of America	SXSL	87/158,829	5,201,862	Sep 1 2016	Registered	SXSW, LLC
United States of America	SXSW	76/102,572	2,509,383	Aug 2 2000	Registered	SXSW, LLC

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United States of America	SXSW	75/090,634	2,043,596	Apr 18 1996	Registered	SXSW, LLC
United States of America	SXSW	77/709,238	3,773,290	Apr 8 2009	Registered	SXSW, LLC
United States of America	SXSW	85/550,412	4,617,910	Feb 23 2012	Registered	SXSW, LLC
United States of America	SXSW	87/359,416	5,498,835	Mar 6 2017	Registered	SXSW, LLC
United States of America	SXSW ACCELERATOR	85/429,508	4,157,133	Sep 22 2011	Registered	SXSW, LLC
United States of America	SXSW and Arrow Design (Horizontal) 	87/612,744	5,448,489	Sep 18 2017	Registered	SXSW, LLC
United States of America	SXSW and Arrow Design (Stacked) 	87/612,748	5,448,490	Sep 18 2017	Registered	SXSW, LLC
United States of America	SXSW CARES	86/221,357	4,832,723	Mar 14 2014	Registered	SXSW, LLC
United States of America	SXSW CENTER	88/667,015	6,068,072	Oct 24 2019	Registered	SXSW, LLC
United States of America	SXSW ON	86/523,535	4,956,999	Feb 3 2015	Registered	SXSW, LLC
United States of America	SXSW ON	86/523,536	4,999,237	Feb 3 2015	Registered	SXSW, LLC
United States of America	SXSW V2V	85/734,501	4,886,212	Sep 20 2012	Registered	SXSW, LLC

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United States of America	SXSW V2V	85/734,504	4,629,171	Sep 20 2012	Registered	SXSW, LLC
United States of America	SXSWEDU	85/144,600	3,970,209	Oct 4 2010	Registered	SXSW, LLC
United States of America	SXSWEK	75/497,090	2,313,345	Jun 3 1998	Registered	SXSW, LLC
United States of America	SXSWFM	85/550,413	4,617,911	Feb 23 2012	Registered	SXSW, LLC
United States of America	SXSWORLD	78/946,808	3,348,560	Aug 7 2006	Registered	SXSW, LLC
United States of America	SXSWORLD	78/946,819	3,494,119	Aug 7 2006	Registered	SXSW, LLC
WIPO	SOUTH BY SOUTHEAST	1324412	1324412	Aug 26 2016	Registered	SXSW, LLC
WIPO	SOUTHBITES	1270621	1270621	Aug 3 2015	Registered	SXSW, LLC
WIPO	SXSE	1324017	1324017	Aug 26 2016	Registered	SXSW, LLC
WIPO	SXSW and Arrow Design (Horizontal) 	1415854	1415854	Mar 9 2018	Registered	SXSW, LLC
WIPO	SXSW and Arrow Design (Stacked) 	1408276	1408276	Mar 9 2018	Registered	SXSW, LLC
WIPO	SXSW ON	1280101	1280101	Aug 3 2015	Registered	SXSW, LLC