

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339591

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vice Media LLC		04/28/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Based FOB, Inc.		
Street Address:	188 Century Park East		
Internal Address:	Suite 900		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86502507	HUANG'S WORLD	
CORRESPONDENCE DATA			
Fax Number:	6173382880		
<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:	617-338-2943		
Email:	trademark@sandw.com		
Correspondent Name:	Kimberly B. Herman		
Address Line 1:	One Post Office Square		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	23422.0058		
NAME OF SUBMITTER:	Kimberly B. Herman		
SIGNATURE:	/Kimberly B. Herman/		
DATE SIGNED:	04/28/2015		
Total Attachments: 2			
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NUNC PRO TUNC ASSIGNMENT

Vice Media LLC, a Delaware limited liability company with its principal place of business at 90 North 11th Street Brooklyn New York 11211 ("Assignor"), is the record owner of the mark identified in Exhibit A and of the U.S. trademark application therefor ("the Trademark").

On approximately January 13, 2015, Based FOB, Inc., a California corporation with its principal place of business at 188 Century Park East, Suite 900, Los Angeles, CA 90067 ("Assignee"), acquired fifty percent (50%) ownership of the Trademark from Assignor. Assignee is the equal joint owner in fact of the Trademark and the parties desire to reflect this fact in the records of the U.S. Patent and Trademark Office.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns nunc pro tunc as of January 13, 2015 to Assignee fifty percent (50%) of all its right, title, and interest in and to the Trademark, together with fifty percent (50%) of the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

VICE MEDIA LLC

By:



Name: Kimberly B. Herman

Title: Attorney of Applicant

Date: April 28, 2015

EXHIBIT A

MARK

APP. NO.

APP. DATE

HUANG'S WORLD

86/502,507

January 13, 2015

{B1867931; 1}

RECORDED: 04/28/2015

**TRADEMARK
REEL: 005505 FRAME: 0494**