

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM430475

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Miriam Skydell and Associates LLC		06/06/2017	Limited Liability Company: NEW JERSEY
RECEIVING PARTY DATA			
Name:	FB Holdings, LLC		
Street Address:	17767 N Perimeter Drive, Suite B-117		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	Limited Liability Company: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87276611	SENSORY BOUNCE	
CORRESPONDENCE DATA			
Fax Number:	4803711201		
<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:	4806469006		
Email:	lcorbin@fun-brands.com		
Correspondent Name:	Lindsey Corbin		
Address Line 1:	17767 N Perimeter Drive, Suite B-117		
Address Line 4:	Scottsdale, ARIZONA 85255		
NAME OF SUBMITTER:	Lindsey Corbin		
SIGNATURE:	/Lindsey Corbin/		
DATE SIGNED:	06/08/2017		
Total Attachments: 2			
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OP \$40.00 87276611

ASSIGNMENT OF SERVICE MARK

This Service Mark Assignment Agreement ("**Mark Assignment**"), dated as of June 6, 2017, is made by Miriam Skydell and Associates LLC, a New Jersey Limited Liability Company located at 16-00 Route 208 South, Fair Lawn, NJ 07410 (hereinafter referred to as "Assignor"), in favor of FB Holdings, LLC ("**Assignee**"), a Arizona Limited Liability Company, located at 17767 N Perimeter Drive, Suite B-117, Scottsdale, AZ 85255.

WHEREAS Assignor, is the owner of United States Serial Number 87/276,611 for the mark SENSORY BOUNCE (the "Assigned Mark");

WHEREAS, Assignee wants to acquire the Assigned Mark and Assignee is willing to assign the Assigned Mark to Assignee in a manner consistent with this Mark Agreement;

NOW, THEREFORE, Assignor and Assignee agree as follows:

ASSIGNMENT

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the Assigned Mark, together with the associated goodwill, including but not limited to:

(a) the trademark registrations and trademark applications with respect to the Assigned Mark and all issuances, extensions, and renewals thereof;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Mark Assignment upon request by Assignee. Following the date hereof, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Marks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Mark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Mark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Mark Assignment.

4. Successors and Assigns. This Mark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This Mark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Mark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Arizona, without giving effect to any choice or conflict of law provision or rule (whether of the State of Arizona or any other jurisdiction).

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be signed on the date indicated below.

ASSIGNOR:

MIRIAM SKYDELL AND ASSOCIATES, LLC

By: M Skydell

Its: _____

Date: 6/16/17

ASSIGNEE:

FB HOLDINGS, LLC

By: Susan Fickes DocuSigned by: Susan Fickes

Its: CFO

Date: 6/7/2017 | 11:28 AM PDT