

900453462 06/05/2018

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM476862

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BIG 3 ENT, LLC		05/31/2018	Limited Liability Company: CALIFORNIA
LUCKY BUNNY, LLC		05/31/2018	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	MEMOFUN APPS LLC		
Street Address:	1208 Orange Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	Limited Liability Company: UNITED STATES DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87397135	MEMOJI	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	trademarkdocket@apple.com, laperle@apple.com		
Correspondent Name:	THOMAS R. LA PERLE		
Address Line 1:	Apple Inc., 1 Infinite Loop		
Address Line 2:	MS 169-3IPL		
Address Line 4:	Cupertino, CALIFORNIA 95014		
NAME OF SUBMITTER:	Spencer Johnson		
SIGNATURE:	/Spencer Johnson/		
DATE SIGNED:	06/05/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS LUCKY BUNNY LLC, a California limited liability company whose address is 10047 Louise Avenue, Northridge, California 91325, and BIG 3 ENT, LLC, a California limited liability company whose address is 5950 Canoga Avenue, Suite 510, Woodland Hills, California 91367 (together, "Assignors") have applied to register the mark MEMOJI (the "Mark") with the U.S. Patent and Trademark Office pursuant to application Serial No. 87/397,135; and

WHEREAS MEMOFUN APPS LLC, a Delaware limited liability company whose address is 1209 Orange Street, Wilmington, Delaware 19801 ("Assignee"), desires to acquire all of Assignors' right, title and interest in the Mark, the Application, and the goodwill of the business connected with the use of and symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors hereby irrevocably transfer and assign to Assignee all right, title and interest in and to the Mark and Application (including without limitation all common law rights and any other rights in, and any registrations or other applications for registration of, the Mark and all other marks that consist of or incorporate the term MEMOJI in any form), together with the goodwill connected with the use of and symbolized by the Mark, and all rights of action arising from the Mark, to be held and enjoyed by Assignee for its own use and benefit and for Assignee's successors and assigns as the same would have been held by Assignors had this assignment not been made (collectively, the "Transferred Rights").

BIG 3 ENT, LLC

By: _____



Name: Alexander Shultz
Title: Partner

LUCKY BUNNY LLC

By: _____



Name: Jacob DeMonte-Finn
Title: CEO

Effective May 31, 2018