

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM500969

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lucha Ventures LLC		11/28/2018	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fated Brands IP LLC		
<b>Street Address:</b>	405 Primrose Road, Suite 200		
<b>City:</b>	Burlingame		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94010		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 16</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87643972	CANDLESTICK PIZZA	
<b>Registration Number:</b>	5074338	CIVIC TRUST	
<b>Serial Number:</b>	87739701	DRIFT	
<b>Serial Number:</b>	87739699	DRIFT SOCIAL CLUB	
<b>Registration Number:</b>	5138615	DUNK CONTEST	
<b>Serial Number:</b>	87746337	FATED	
<b>Serial Number:</b>	87744684	FATED	
<b>Registration Number:</b>	5434115	GOLDEN GOAL	
<b>Serial Number:</b>	87746332	NHSL	
<b>Serial Number:</b>	87274104	ROOM OF AWESOMENESS	
<b>Registration Number:</b>	5393188	SF	
<b>Registration Number:</b>	5286936	SUB	
<b>Serial Number:</b>	87720100	SURFCAT	
<b>Serial Number:</b>	87748227	SURFCAT COFFEE	
<b>Registration Number:</b>	5143117	THE ATLANTA ORIGINAL	
<b>Registration Number:</b>	5143112		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102774730		

CH \$415.00 87643972

TRADEMARK

**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:** 3105519306  
**Email:** jarciniega@mwe.com  
**Correspondent Name:** Jorge Arciniega, McDermott Will & Emery  
**Address Line 1:** 2049 Century Park East, Suite 3800  
**Address Line 4:** Los Angeles, CALIFORNIA 90067-3218

<b>ATTORNEY DOCKET NUMBER:</b>	106868-0010
<b>NAME OF SUBMITTER:</b>	Jorge Arciniega
<b>SIGNATURE:</b>	/Jorge Arciniega/
<b>DATE SIGNED:</b>	12/06/2018

**Total Attachments: 6**

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**TRADEMARK ASSIGNMENT**

This Assignment, effective as of November 28, 2018 (hereinafter the "*Effective Date*"), is made by and between **Lucha Ventures LLC**, a California limited liability company having an address at 1325 Howard Avenue, Suite 705, Burlingame, California 94010 (hereinafter "*ASSIGNOR*") and **Fated Brands IP LLC**, a California limited liability company, having an address at 405 Primrose Road, Suite 200, Burlingame, California 94010 (hereinafter "*ASSIGNEE*"), with respect to the marks identified on **Exhibit A** attached hereto, including all associated applications and registrations therefor (hereinafter the "*Marks*").

For the payment of US\$100.00 (One Hundred United States Dollars) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby irrevocably and unconditionally assigns and transfers exclusively unto ASSIGNEE, its successors and assigns, all rights, title and interest throughout the world in perpetuity, including all statutory and common law rights, in and to the Marks, together with all goodwill symbolized by or otherwise associated with the Marks and the right to sue, make claims, and recover damages for any past, present or future infringement of the Marks; all of such rights, title and interest to be held and enjoyed by ASSIGNEE, its successors and assigns to the same extent that such would have been held and enjoyed by ASSIGNOR had this Assignment not been made. Further, ASSIGNOR hereby expressly acknowledges that this Assignment constitutes an assignment to a successor to the business of ASSIGNOR, or portion thereof, to which the Marks pertain.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have duly executed this Assignment as of the Effective Date.

**ASSIGNOR:**

LUCHA VENTURES LLC

/s/  \_\_\_\_\_

Name: Nick Swinmurn

Title: Member

**ASSIGNEE:**

FATED BRANDS IP LLC

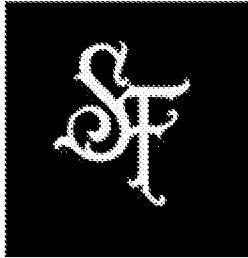

/s/  \_\_\_\_\_

Name: Nick Swinmurn

Title: Member

**EXHIBIT A**

Mark/Name/AN/RN	Goods/Services
CANDLESTICK PIZZA SN: 87643972	(Int'l Class: 43) restaurant services, namely, providing of food and beverages for consumption on and off the premises
CIVIC TRUST RN: 5074338 SN: 86668343	(Int'l Class: 25) clothing, namely, hats, shirts, sweatshirts, shorts, and socks
DRIFT SN: 87739701	(Int'l Class: 43) restaurant services
DRIFT SOCIAL CLUB SN: 87739699	(Int'l Class: 43) restaurant services
DUNK CONTEST RN: 5138615 SN: 86806446	(Int'l Class: 25) hats; pajamas; sweatshirts; t-shirts
FATED SN: 87746337	(Int'l Class: 14) jewelry
FATED SN: 87744684	(Int'l Class: 25) hats; shirts; sweatpants; sweatshirts
GOLDEN GOAL RN: 5434115 SN: 87120516	(Int'l Class: 25) hats; shirts; shorts; sweatshirts
NHSL SN: 87746332	(Int'l Class: 25) hats; shirts; shorts; sweatshirts; sports jerseys (Int'l Class: 41) organizing, conducting and operating soccer tournaments

ROOM OF AWESOMENESS SN: 87274104	(Int'l Class: 43) bar and restaurant services
SF (Stylized)  RN: 5393188 SN: 87976300	(Int'l Class: 25) hats; shirts; shorts; socks; sweatsuits
SUB RN: 5286936 SN: 86817822	(Int'l Class: 25) hats
SURFCAT SN: 87720100	(Int'l Class: 30) coffee (Int'l Class: 43) coffee shops
SURFCAT COFFEE and Design  SN: 87748227	(Int'l Class: 30) coffee (Int'l Class: 43) coffee shops
THE ATLANTA ORIGINAL RN: 5143117 SN: 86863792	(Int'l Class: 25) hats; shirts; sweatshirts

Design Only



RN: 5143112  
SN: 86863186

(Int'l Class: 25)  
hats; shirts; shorts; sweatshirts

**EXHIBIT A**

1" = "1" "DM\_US 156993509-1.106868.0010" "" DM\_US 156993509-1.106868.0010

**RECORDED: 12/06/2018**

**TRADEMARK  
REEL: 006495 FRAME: 0952**