

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM520495

|   |  |                       |  |
|---|--|-----------------------|--|
| <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>                     |
| Fox Sports Productions, LLC   |  | 03/16/2019            | Limited Liability Company:<br>DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |  |
| <b>Name:</b>  | Fox Media LLC                                      |                       |  |
| <b>Street Address:</b>  | 10201 West Pico Blvd.                              |                       |  |
| <b>City:</b>  | Los Angeles  |                       |  |
| <b>State/Country:</b>   | CALIFORNIA   |                       |  |
| <b>Postal Code:</b>   | 90035  |                       |  |
| <b>Entity Type:</b>   | Limited Liability Company: DELAWARE                |                       |  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |  |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |  |
| <b>Registration Number:</b>   | 2762886  | CRANK IT UP           |  |
| <b>CORRESPONDENCE DATA</b>  |  |                       |  |
| <b>Fax Number:</b>  | 7036106200   |                       |  |
| <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> |  |                       |  |
| <b>Phone:</b>   | 7036106100   |                       |  |
| <b>Email:</b>   | boxip@hoganlovells.com                             |                       |  |
| <b>Correspondent Name:</b>  | Valerie Brennan of Hogan Lovells US LLP            |                       |  |
| <b>Address Line 1:</b>  | 7930 Jones Branch Drive, 9th Floor                 |                       |  |
| <b>Address Line 2:</b>  | Attn: Box Intellectual Property                    |                       |  |
| <b>Address Line 4:</b>  | McLean, VIRGINIA 22102                             |                       |  |
| <b>NAME OF SUBMITTER:</b>   | Valerie Brennan of Hogan Lovells US LLP            |                       |  |
| <b>SIGNATURE:</b>   | /vb/   |                       |  |
| <b>DATE SIGNED:</b>   | 04/24/2019   |                       |  |
| <b>Total Attachments: 2</b>   |  |                       |  |
| source=Executed TM Assignment from Fox Sports productions#page1.tif   |  |                       |  |
| source=Executed TM Assignment from Fox Sports productions#page2.tif   |  |                       |  |

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated this 16th day of March, 2019, is entered into by and between Fox Sports Productions, LLC, a Delaware limited liability company, with offices at 10201 West Pico Boulevard, Los Angeles, CA 90035 USA ("Assignor") and Fox Media LLC, a Delaware limited liability company, with offices at 10201 West Pico Boulevard, Los Angeles, CA 90035 USA ("Assignee"). The foregoing parties are collectively referred to herein as the "Parties."


WHEREAS, Assignor owns the marks that are listed on the attached Schedule I, including any applications and registrations thereof (collectively "Marks").

WHEREAS, Assignor desires to assign all right, title and interest in and to the Marks to Assignee.

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks.


NOW THEREFORE, for good and valuable consideration paid by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns and delivers to Assignee, and Assignee hereby accepts, all of its right, title, and interest in and to each of the Marks, together with the goodwill of the business symbolized by the Marks, certain assets of the business, which is ongoing and existing, and the right to sue and collect damages and/or profits for past infringements of the Marks.

IN WITNESS WHEREOF, the Parties have caused this instrument to be signed by duly authorized representatives, as of this 16th day of March, 2019.

FOX SPORTS PRODUCTIONS, LLC  
By: 

Name: Adam Reiss

Title: Assistant Secretary

FOX MEDIA LLC  
By: 

Name: Tirzah Lowe

Title: Assistant Secretary

SCHEDULE 1

MARKS

| Mark Name                    | International<br>Classes | Country                     | Status     | App No.   | Registration<br>Number |
|------------------------------|--------------------------|-----------------------------|------------|-----------|------------------------|
| CRANK IT<br>UP (&<br>Design) | 9                        | United States<br>of America | Registered | 78/113407 | 2762886                |