

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM573030

<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>
HERE Studio LLC		04/22/2020	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	De La Calle Co.		
<b>Street Address:</b>	4312 West Jefferson Blvd.		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90016		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88742093	DE LA CALLE	
<b>Serial Number:</b>	88742099	DE LA CALLE TEPACHE	
<b>Serial Number:</b>	88742101	TEPACHE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128847352		
<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>	3123273328		
<b>Email:</b>	trademark@amintalati.com, amanda@amintalati.com, ashley@amintalati.com, albert@amintalati.com, jennifer.colkitt@amintalati.com		
<b>Correspondent Name:</b>	Amanda Roach, Amin Talati Wasserman, LLP		
<b>Address Line 1:</b>	100 South Wacker Drive		
<b>Address Line 2:</b>	Suite 2000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>NAME OF SUBMITTER:</b>	Ashley Rovner-Watson		
<b>SIGNATURE:</b>	/s/ Ashley Rovner-Watson		
<b>DATE SIGNED:</b>	04/22/2020		
<b>Total Attachments: 2</b>			

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**TRADEMARK ASSIGNMENT AGREEMENT**

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which is hereby acknowledged, HERE Studio LLC, a California limited liability company having a business address of 4312 West Jefferson Blvd., Los Angeles, California, 90016, Untied States, herein referred to as "ASSIGNOR", hereby, transfers, assigns, and conveys to De La Calle Co., a Delaware corporation having a business address of 4312 West Jefferson Blvd., Los Angeles, California, 90016, Untied States, herein after referred to as "ASSIGNEE", ASSIGNOR's entire worldwide right, title and interest in and to US Appl. Nos., attached hereto as **Exhibit A**, as well as any goodwill associated with the business symbolized by the trademarks in **Exhibit A**; all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including without limitation, damages and payments for past or future infringements thereof; the right to sue for any and all past infringement which may have occurred at any time up to the date of this present TRADEMARK ASSIGNMENT AGREEMENT; and any and all United States and/or foreign trademark (or service mark) registrations which may issue on the same in the future.

ASSIGNOR hereby covenants and warrants that it is transferring any rights it has with respect to the above-described worldwide right, title and interest by this instrument, free of any encumbrances and that to the best of its knowledge no other agreement has been or will be executed in conflict herewith.


ASSIGNOR agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer, as well as to cooperate with ASSIGNEE in obtaining and/or providing information required in any proceedings relating to the trademarks in **Exhibit A**.

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, to issue any and all trademark registrations or renewal registrations to ASSIGNEE, its successors and/or assigns.

ASSIGNOR and ASSIGNEE hereby grant to Amin Talati Wasserman LLP, located at 100 S. Wacker Drive, Suite 2000, Chicago, Illinois 60606 the authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office and/or, the Trademarks Office(s) of any foreign country or region.

**HERE Studio LLC**

Date: 4.22.20

By: 

ALEX MATTHEWS  
(Printed Name)

CEO  
(Title)

## EXHIBIT A

Mark	Serial Number	Status
DE LA CALLE	88742093	Office action response filed April 1, 2020; awaiting review by USPTO
DE LA CALLE TEPACHE	88742099	Office action response filed April 1, 2020; awaiting review by USPTO
TEPACHE	88742101	Office action response filed April 1, 2020; awaiting review by USPTO