

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM574907

<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>
Alicia Augello-Cook		04/30/2020	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AK WORLDWIDE IP MANAGEMENT, INC.		
<b>Street Address:</b>	400 South Hope Street, Suite 800		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90071		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2351355	ALICIA KEYS	
<b>Registration Number:</b>	3690945	ALICIA KEYS	
<b>Registration Number:</b>	3662312	ALICIA KEYS	
<b>Registration Number:</b>	3931184	ALICIA KEYS	
<b>Registration Number:</b>	4287497	ALICIA KEYS AS I AM	
<b>Serial Number:</b>	88205554	AS I AM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2138962450		
<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>	213-896-2586		
<b>Email:</b>	ptdocketing@hklaw.com, theresa.middlebrook@hklaw.com, alexis.karriker@hklaw.com, daniel.torres@hklaw.com		
<b>Correspondent Name:</b>	Theresa W. Middlebrook		
<b>Address Line 1:</b>	400 South Hope Street, Suite 800		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90071		
<b>NAME OF SUBMITTER:</b>	Theresa W. Middlebrook		
<b>SIGNATURE:</b>	/Theresa W. Middlebrook/		
<b>DATE SIGNED:</b>	05/05/2020		

OP \$165.00 2351355

**Total Attachments: 1**

source=World-Wide Trademark Assignment A A-C to AK WW IP MGMT (74530714.1)#page1.tif

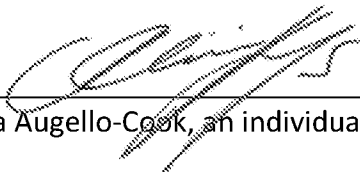
**TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement ("**Assignment**") is made and effective as of this <sup>30th</sup> day of April, 2020 by and between Alicia Augello-Cook, an individual ("**Assignor**"), and AK WORLDWIDE IP MANAGEMENT, INC., a Delaware corporation, ("**Assignee**"), with reference to the following:

For good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title, and interest in the following trademarks, the registrations therefore, and all goodwill associated therewith, including the right to enforce past violations of the trademarks.

Jurisdiction	Reg. or Appl. No.	Mark	HK Reference
Australia	Reg. No.1672125	ALICIA KEYS	165600.14
Canada	Reg. No. TMA687191	ALICIA KEYS	165600.9
European Union	Reg. No. 002773620	ALICIA KEYS	165600.4
Japan	Reg. No. 4859462	ALICIA KEYS	165600.11
New Zealand	Reg. No. 725154	ALICIA KEYS	165600.12
New Zealand	Reg. No. 712760	ALICIA KEYS	165600.8
Norway	Reg. No. 227634	ALICIA KEYS	165600.10
United States	Reg. No. 2351355	ALICIA KEYS	165600.3
United States	Reg. No. 3690945	ALICIA KEYS	165600.5
United States	Reg. No. 3662312	ALICIA KEYS	165600.6
United States	Reg. No. 3931184	ALICIA KEYS	165600.7
United States	Reg. No. 4287497	ALICIA KEYS	165600.13
United States	Appl. No. 88/205554	AS I AM	165600.15

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the date first written above.

  
v \_\_\_\_\_  
Alicia Augello-Cook, an individual