

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM656624

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900621818		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Max Digital Holdings LLC		06/04/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Max Digital LLC		
<b>Street Address:</b>	833 W. Jackson Blvd,		
<b>Internal Address:</b>	Ste 200		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60607		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4400390	FIRSTLOOK NAVIGATOR	
<b>Registration Number:</b>	4734111	FL	
<b>Registration Number:</b>	4737637	FL FIRSTLOOK	
<b>Registration Number:</b>	3827748	MAX	
<b>Registration Number:</b>	4055635	MAX AD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128622200		
<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>	3128623837		
<b>Email:</b>	raza.siddiqui@kirkland.com		
<b>Correspondent Name:</b>	Raza Siddiqui, Senior Paralegal		
<b>Address Line 1:</b>	300 N. LaSalle		
<b>Address Line 2:</b>	Kirkland & Ellis LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60654		
<b>ATTORNEY DOCKET NUMBER:</b>	18700-9		
<b>NAME OF SUBMITTER:</b>	Raza Siddiqui		

<b>SIGNATURE:</b>	/razasiddiqui/
<b>DATE SIGNED:</b>	06/29/2021
<b>Total Attachments: 3</b> source=Trademark Assignment (Holdings to Max) (Execution Version)#page1.tif source=Trademark Assignment (Holdings to Max) (Execution Version)#page2.tif source=Trademark Assignment (Holdings to Max) (Execution Version)#page3.tif	

## Trademark Assignment

This TRADEMARK ASSIGNMENT (this “Trademark Assignment”) is made and entered into as of June 4, 2021, by and between Max Digital Holdings LLC, a Delaware limited liability company (“Assignor”), and Max Digital LLC, a Delaware limited liability company (“Assignee”). Assignor and Assignee are each individually referred to herein as a “Party”, and collectively as the “Parties”.

WHEREAS, Assignor desires to assign to Assignee all of Assignor’s right, title and interest in, to and under the trademark registrations set forth on Exhibit A (the “Assigned Trademarks”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignor hereby assigns to Assignee all of Assignor’s right, title and interest in, to and under the Assigned Trademarks, including (i) all goodwill associated with or symbolized by the Assigned Trademarks, (ii) all common law rights or other unregistered rights corresponding to any of the Assigned Trademarks in any jurisdiction, and (iii) Assignor’s rights of enforcement and the rights, interests, claims and demands recoverable in law or equity that Assignor has or may have to collect damages for past, present and future or misappropriation of the Assigned Trademarks.
2. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office, other empowered officials of the United States Patent and Trademark Office, and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment.
3. This Trademark Assignment may be executed in multiple original, PDF or facsimile counterparts, each of which shall be deemed an original, and all of which taken together shall be considered one and the same agreement.
4. The interpretation and construction of this Trademark Assignment, and all matters relating to this Trademark Assignment, will be governed by the laws of the State of Illinois without giving effect to any conflict of law provisions thereof.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed and delivered as of the day and year first above written.

Max Digital Holdings LLC

as Assignor

By: \_\_\_\_\_  
DocuSigned by:  
*Robert Levin*  
E74F3B055FA84D4...

**Robert Levin**

Name: \_\_\_\_\_

Title: **CFO**

Max Digital LLC

as Assignee

By: \_\_\_\_\_  
DocuSigned by:  
*Robert Levin*  
E74F3B055FA84D4...

**Robert Levin**

Name: \_\_\_\_\_

Title: **CFO**

**Exhibit A****Assigned Trademarks**

<b>No.</b>	<b>Mark</b>	<b>Jurisdiction</b>	<b>Serial No./ Filing Date</b>	<b>Registration No./ Registration Date</b>	<b>Status</b>	<b>Current Owner of Record</b>
1.	FIRSTLOOK NAVIGATOR	USA	77873208 16-NOV-2009	4400390 10-SEP-2013	Registered	Max Digital Holdings LLC
2.	FL Design 	USA	86218662 12-MAR-2014	4734111 12-MAY-2015	Registered	Max Digital Holdings LLC
3.	FL FIRSTLOOK 	USA	86218659 12-MAR-2014	4737637 19-MAY-2015	Registered	Max Digital Holdings LLC
4.	MAX	USA	77899904 23-DEC-2009	3827748 03-AUG-2010	Registered	Max Digital Holdings LLC
5.	MAX AD	USA	85266418 14-MAR-2011	4055635 15-NOV-2011	Registered	Max Digital Holdings LLC