

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM662136

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| IMG Worldwide, LLC | | 06/24/2021 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Steve Harvey Global IP Co., LLC | | |
| Street Address: | 5665 New Northside Drive, Suite 110 | | |
| City: | Atlanta | | |
| State/Country: | GEORGIA | | |
| Postal Code: | 30328 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5765004 | HARVEY'S HUNDREDS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7044441111 | | |
| <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> | | | |
| Phone: | 7044441124 | | |
| Email: | elaine.hunt@alston.com | | |
| Correspondent Name: | Michele M. Glessner | | |
| Address Line 1: | Alston & Bird LLP | | |
| Address Line 2: | 101 South Tryon Street, Suite 4000 | | |
| Address Line 4: | Charlotte, NORTH CAROLINA 28280-4000 | | |
| NAME OF SUBMITTER: | Elaine B. Hunt | | |
| SIGNATURE: | /Elaine B. Hunt/ | | |
| DATE SIGNED: | 07/23/2021 | | |
| Total Attachments: 2 | | | |
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| source=harvey's hundreds short#page2.tif | | | |

CH \$40.00 5765004

EXHIBIT B

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Trademark Assignment"), effective as of the date of last signature below (the "Effective Date"), is made by and between IMG Worldwide, LLC, a Delaware limited liability company ("Assignor") and Steve Harvey Global IP Co., LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademark shown on the **Schedule** hereto and the goodwill associated therewith (collectively, the "Mark"), and Assignor now desires to assign, transfer and convey all of its right, title and interest in and to the Mark; and

WHEREAS, Assignee desires to acquire from Assignor all right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor does hereby assign, transfer and convey to Assignee all right, title and interest in and to the Mark, including all common law rights in the Mark, together with the goodwill of the business symbolized by the Mark, and all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Mark.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Further, this assignment may be executed by electronic transmission (e.g. a .pdf file containing an electronic signature), and such signature shall have the same force and effect as an original signature.

IN WITNESS WHEREOF, Assignors and Assignee have caused this instrument to be signed as of the date indicated below.

Assignor

IMG Worldwide, LLC

Signature: 

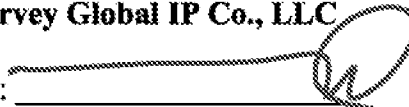
Name: Erika Munro Kennerly

Title: SVP, Business and Legal Affairs

Date: 6/24/21

Assignee

Steve Harvey Global IP Co., LLC

Signature: 

Name: Brandon R. Williams

Title: COO/CLO

Date: 06.24.21

Schedule

| Owner | Mark | Reg. No. | Goods |
|--------------------|-------------------|----------|--|
| IMG Worldwide, LLC | HARVEY'S HUNDREDS | 5765004 | Class 9: Downloadable mobile software application featuring a game and for social networking |