OP \$140.00 90549111

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM672162

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ken Block		08/25/2021	INDIVIDUAL:

RECEIVING PARTY DATA

Name:	Hoonigan, LLC	
Street Address:	19070 S Reyes Avenue	
City:	Compton	
State/Country:	CALIFORNIA	
Postal Code:	90221	
Entity Type:	Limited Liability Company: DELAWARE	

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	90549111	HOONIGAN
Registration Number:	6183309	[HOONIGAN]
Registration Number:	5966183	HOONIGAN
Registration Number:	6272996	HOONIGAN MEDIA MACHINE
Registration Number:	4568464	HOONIGAN

CORRESPONDENCE DATA

Fax Number: 9497609502

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.

Phone: 9497600404

Email: efiling@knobbe.com

Correspondent Name: Knobbe, Martens, Olson & Bear, LLP

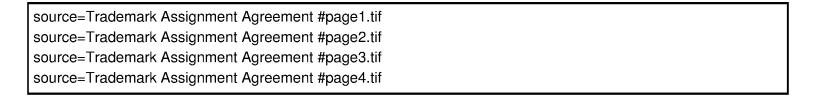
Address Line 1: 2040 Main Street

Address Line 2: 14th floor

Address Line 4: Irvine, CALIFORNIA 92614

NAME OF SUBMITTER:	Rosaleen H. Chou
SIGNATURE:	/Rosaleen H. Chou/
DATE SIGNED:	09/02/2021

Total Attachments: 4



TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (the "<u>Assignment Agreement</u>") is entered into on August 25, 2021, by and between Ken Block, a U.S. citizen with an address at 621 Golden Ave., Long Beach, California 90802 ("<u>Assignor</u>"), and Hoonigan, LLC, a Delaware limited liability company with an address at 19070 S Reyes Avenue, Compton, CA 90221 ("<u>Assignee</u>"). Assignor and Assignee are referred to in this Assignment Agreement individually as a "Party" and collectively as the "<u>Parties</u>."

WHEREAS, Assignor is the sole and exclusive owner of all rights, title, and interest in and to the trademarks and trademark applications and registrations set forth in the <u>attached Schedule</u> ("<u>Assigned Trademarks</u>");

WHEREAS, the Parties are signatories to that Trademark Assignment Agreement, dated August 25, 2021 ("Trademark Assignment Agreement") and, pursuant thereto, Assignee desires to acquire all rights, title, and interest in and to the Assigned Trademarks; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title, and interest as Assignor may possess in and to the Assigned Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, subject to the Trademark Assignment Agreement, Assignor hereby assigns, transfers and conveys to Assignee, and Assignee hereby accepts, all rights, title, and interest in and to all the Assigned Trademarks along with all goodwill associated therewith, together with all causes of action, claims, demands and any other rights for, or arising from, any past, present or future infringement of the Assigned Trademarks.

IN WITNESS WHEREOF, the Parties have caused this Assignment Agreement to be duly executed on the date first shown above.

IN WITNESS WHEREOF, the Parties have caused this Assignment Agreement to be duly executed on the date first shown above to be effective as of the Effective Time.

KEN BLOCK (ASSIGNOR)	HOONIGAN, LLC (ASSIGNEE)
By: 7-7-41	By:
Ken Block Name:	Name:
Title:	Title:

Ken Block

IN WITNESS WHEREOF, the Parties have caused this Assignment Agreement to be duly executed as of the Effective Date.

By: Jennifer van Dijk
Name: Jennifer van Dijk

Title: CEC

Schedule

Mark	Reg. or App. No.	Owner	Jurisdiction
HOONIGAN	90549111	Ken Block	US
[HOONIGAN]	6183309	Ken Block	US
HOONIGAN	5966183	Ken Block	US
HOONIGAN	6272996	Ken Block	US
MEDIA MACHINE			
HOONIGAN	4568464	Ken Block	US

RECORDED: 09/02/2021