

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		
<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:	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			

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment Agreement") 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 ("Assignor"), and Hoonigan, LLC, a Delaware limited liability company with an address at 19070 S Reyes Avenue, Compton, CA 90221 ("Assignee"). Assignor and Assignee are referred to in this Assignment Agreement individually as a "Party" and collectively as the "Parties."

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 attached Schedule ("Assigned Trademarks");

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)

DocuSigned by:

By: _____

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Name: Ken Block _____

Title: _____

HOONIGAN, LLC (ASSIGNEE)

By: _____

Name: _____

Title: _____

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

Ken Block

HOONIGAN, LLC

DocuSigned by:
Jennifer van Dijk

By: Jennifer van Dijk
Name: Jennifer van Dijk
Title: CEO

Schedule

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