

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM715317

|   |  |                                   |                            |
|---|--|-----------------------------------|----------------------------|
| <b>SUBMISSION TYPE:</b>   | RESUBMISSION                                       |                                   |                            |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                                   |                            |
| <b>RESUBMIT DOCUMENT ID:</b>  | 900675619  |                                   |                            |
| <b>CONVEYING PARTY DATA</b>   |  |                                   |                            |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b>             | <b>Entity Type</b>         |
| Gordon James Ramsay   |  | 02/11/2022                        | INDIVIDUAL: UNITED KINGDOM |
| <b>RECEIVING PARTY DATA</b>   |  |                                   |                            |
| <b>Name:</b>  | Humble Pie Productions Limited                     |                                   |                            |
| <b>Street Address:</b>  | 539-547 Wandsworth Road                            |                                   |                            |
| <b>City:</b>  | London   |                                   |                            |
| <b>State/Country:</b>   | UNITED KINGDOM                                     |                                   |                            |
| <b>Postal Code:</b>   | SW83JD   |                                   |                            |
| <b>Entity Type:</b>   | Private Limited Company: UNITED KINGDOM            |                                   |                            |
| <b>PROPERTY NUMBERS Total: 7</b>  |  |                                   |                            |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                  |                            |
| <b>Registration Number:</b>   | 6523243  | BANK BALANCE                      |                            |
| <b>Registration Number:</b>   | 6116824  | BORN FAMOUS                       |                            |
| <b>Registration Number:</b>   | 6128468  | BORN RICH                         |                            |
| <b>Registration Number:</b>   | 6078323  | GORDON RAMSAY UNCHARTED           |                            |
| <b>Registration Number:</b>   | 6254795  | GORDON RAMSAY'S FUTURE FOOD STARS |                            |
| <b>Registration Number:</b>   | 4953623  | HUMBLE PIE PRODUCTIONS            |                            |
| <b>Registration Number:</b>   | 5317521  | STUDIO RAMSAY                     |                            |
| <b>CORRESPONDENCE DATA</b>  |  |                                   |                            |
| <b>Fax Number:</b>  |  |                                   |                            |
| <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>   | 310-369-2033                                       |                                   |                            |
| <b>Email:</b>   | FoxTrademarks@fox.com                              |                                   |                            |
| <b>Correspondent Name:</b>  | Fox Media LLC, Tirzah Lowe, Esq.                   |                                   |                            |
| <b>Address Line 1:</b>  | 2121 Avenue of the Stars, Suite 900                |                                   |                            |
| <b>Address Line 2:</b>  | Intellectual Property Department                   |                                   |                            |
| <b>Address Line 4:</b>  | Los Angeles, CALIFORNIA 90067                      |                                   |                            |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 81414369   |                                   |                            |

|   |               |
|---|---------------|
| <b>NAME OF SUBMITTER:</b>   | Tirzah Lowe   |
| <b>SIGNATURE:</b>   | /tirzah lowe/ |
| <b>DATE SIGNED:</b>   | 03/18/2022    |
| <b>Total Attachments: 2</b><br>source=1 USE - US TM Assignment from Gordon Ramsay to Humble Pie Productions Limited#page1.tif<br>source=1 USE - US TM Assignment from Gordon Ramsay to Humble Pie Productions Limited#page2.tif |               |

## TRADEMARK ASSIGNMENT AGREEMENT

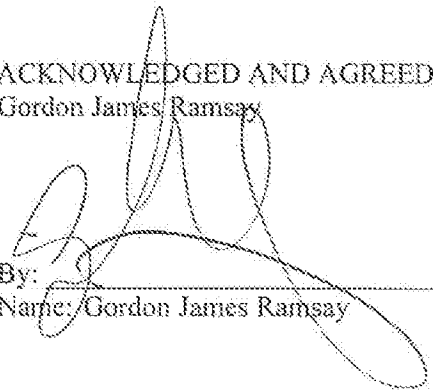
This Assignment, effective as of September 15, 2021, is between Gordon James Ramsay, an individual with a principal place of business at 539-547 Wandsworth Road, London, United Kingdom, SW8 3JD ("Assignor"), and Humble Pie Productions Limited, a England and Wales private limited company with a principal place of business at 539-547 Wandsworth Road, London, United Kingdom, SW8 3JD ("Assignee").

WHEREAS, Assignor wishes to confirm and ratify that it has transferred and assigned to Assignee all rights, title and interest in and to the trademarks, those which are registered with the United States Patent and Trademark Office as set forth in Scheduled A, attached hereto; (the "Marks"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, ratify and confirm that it has assigned to Assignee all rights, title and interest in and to said Marks, together with the goodwill of the business symbolized by said Marks, the above-identified registration for the Marks, and all rights of action and claims for past infringements thereof.

Assignor further promises to execute and deliver to Assignee all other documents reasonably requested by Assignee to perfect and vest in Assignee all of Assignor's rights, title and interest in and to said Marks.

ACKNOWLEDGED AND AGREED  
Gordon James Ramsay

By:   
Name: Gordon James Ramsay

Date: 11 February, 2022

### Schedule A

| Mark Name                               | Mark Type | Status     | Registration Number | International Classes |
|---|-----------|------------|---------------------|-----------------------|
| BANK BALANCE                            | Word      | Registered | 6523243             | 9,15,25,28,41         |
| BORN FAMOUS                             | Word      | Registered | 6116824             | 41                    |
| BORN RICH                               | Word      | Registered | 6128465             | 9,41                  |
| GORDON RAMSAY<br>UNCHARTED              | Word      | Registered | 6078323             | 9,41                  |
| GORDON RAMSAY'S<br>FUTURE FOOD<br>STARS | Word      | Registered | 6254795             | 9,16,25,41            |
| HUMBLE PIE<br>PRODUCTIONS               | Word      | Registered | 4953623             | 35,38,41              |
| STUDIO RAMSAY                           | Word      | Registered | 5317521             | 41                    |