

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM811462


<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mario Tovar		04/27/2023	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	M1 IP Holdings, LLC		
<b>Street Address:</b>	365 Clinton Street, Suite B		
<b>City:</b>	Costa Mesa		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92626		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97847116	JUST HUSTLE	
<b>Registration Number:</b>	6386857		
<b>Registration Number:</b>	5384722	JUST HUSTLE WORLDWIDE	
<b>Registration Number:</b>	5077681	HUSTLE DAILY	
<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>Email:</b>	trademarks@themyerslg.com		
<b>Correspondent Name:</b>	Nicholas D. Myers		
<b>Address Line 1:</b>	4695 MacArthur Court, Suite 200		
<b>Address Line 4:</b>	Newport Beach, CALIFORNIA 92660		
<b>NAME OF SUBMITTER:</b>	Nicholas D. Myers		
<b>SIGNATURE:</b>	/Nicholas D. Myers/		
<b>DATE SIGNED:</b>	05/18/2023		
<b>Total Attachments: 1</b>			
source=2023-05-04 EXED Trademark Assignment - Mario Individual#page1.tif			

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (“Assignment”) is made by and between Mario Tovar, an individual (“Assignor”), and M1 IP Holdings, LLC, a California limited liability company, (“Assignee”) with an effective date of **April 27, 2023**.

**WHEREAS**, Assignor warrants and represents that they are the sole owner of certain trademark application identified as follows:

- 1. JUST HUSTLE (word) U.S. Serial No. 97847116
- 2.  U.S. Registration No. 6386857
- 3. JUST HUSTLE WORLDWIDE (word) U.S. Registration No. 5384722
- 4. HUSTLE DAILY (word) U.S. Registration No. 5077681

(collectively, the “Trademarks”); and

**WHEREAS**, Assignee is a successor in interest to Assignor’s business or a portion of the business to which the Trademarks pertain; and

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Successor as of the Effective Date hereof, all of the rights, title and interest in and to the Trademarks together with the goodwill of the business symbolized thereby, or portion thereof, to which the mark pertains, and together with all claims for damages by reason of past infringement thereof or act of unfair competition relating thereto, with the right to sue for damages, and collect the same for Successor’s own use and benefit, and for the use and benefit of its successors, assigns, and legal representatives.

Assignor warrants and represents that, as of the Effective Date, they have not assigned any rights in the Trademarks to anyone else. In order to give full force and effect to the assignment granted herein, Assignor further agrees to promptly obtain and execute formal assignment documents to assign the Trademarks as may be dictated by the trademark laws of the United States. All of the recitals referred to in this Agreement are made a part hereof and incorporated in this Agreement by this reference.

**IN WITNESS WHEREOF**, the Parties have executed this Agreement effective as of the Effective Date.

**ASSIGNOR**  
**Mario Tovar**

DocuSigned by:  
*Mario Tovar*  
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\_\_\_\_\_  
Mario Tovar, an individual

**ASSIGNEE**  
**M1 IP Holdings, LLC**

DocuSigned by:  
*Mario Tovar*  
377F2E1D973C472...

\_\_\_\_\_  
Mario Tovar, Manager