

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM839631

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hoplark, LLC		08/29/2023	Limited Liability Company: COLORADO
RECEIVING PARTY DATA			
Name:	Bold Labs, LLC		
Street Address:	5454 Conestoga Ct.		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	Limited Liability Company: COLORADO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	90131319	HOPPING WILD	
Serial Number:	90131320	HOP WILD	
CORRESPONDENCE DATA			
Fax Number:			
<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:	303-473-2710		
Email:	docket@hollandhart.com		
Correspondent Name:	Scott S. Havlick		
Address Line 1:	P.O. Box 8749		
Address Line 2:	Attention: Trademark Docketing		
Address Line 4:	Denver, COLORADO 80201		
ATTORNEY DOCKET NUMBER:	108630.0001		
NAME OF SUBMITTER:	Scott S. Havlick		
SIGNATURE:	/Scott S. Havlick/		
DATE SIGNED:	09/13/2023		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (“**Trademark Assignment**”), dated as of August 29, 2023 is made by HOPLARK, LLC, a Colorado limited liability company (“**Assignor**”), in favor of BOLD LABS, LLC, a Colorado limited liability company (“**Assignee**”), the assignee of certain assets of Assignor pursuant to that certain Assignment and License Agreement, by and between Assignor and Assignee, dated as of the date hereof (the “**Assignment and License Agreement**”).

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows

1. Assignment. Assignor hereby irrevocably and exclusively transfers and assigns to Assignee, in perpetuity and without further consideration, all right, title, and interest that Assignor has in the trademark applications set forth on **Schedule A** and all resulting registrations, extensions, and renewals thereof (collectively, the “**Trademarks**”), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks and any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof. The transfer of the Trademarks accompanies, pursuant to the Assignment and License Agreement, the transfer of Assignor’s business, or that portion of the business to which the trademark pertains, and that business is ongoing and existing.

2. Recordation. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee.

3. Terms of the Assignment and License Agreement. This Trademark Assignment is entered into pursuant to the Assignment and License Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Trademarks. The terms contained in the Assignment and License Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Assignment and License Agreement and the terms hereof, the terms of the Assignment and License Agreement shall govern.

4. Counterparts. This Trademark Assignment may be executed in one or more counterparts, all of which will be considered one and the same instrument and will become effective when one or more counterparts have been signed by each of the parties and delivered to the other. Signatures to this Trademark Assignment transmitted by electronic mail in PDF format, or by any other electronic means designed to preserve the original graphic and pictorial appearance of a document, will be deemed to have the same effect as physical delivery of the paper document bearing the original signatures.

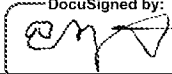
5. Governing Law; Waiver of Jury Trial. This Trademark Assignment will be governed by and construed in accordance with the laws of the State of Colorado, other than such laws, rules, regulations and case law that would result in the application of the laws of a jurisdiction other than the State of Colorado. Any litigation under this Trademark Assignment shall be brought and maintained in the appropriate state courts in Boulder, Colorado, or federal courts in Denver, Colorado. Each party irrevocably submits to the exclusive jurisdiction of these courts, agrees to file all pleadings in connection with the subject matter of this Trademark Assignment in such courts, and waives any objection to the laying of the venue of any legal action brought under or in connection with the subject matter of this Trademark Assignment in such courts. EACH PARTY HEREBY WAIVES ITS RIGHTS TO A JURY TRIAL OF ANY CLAIM OR CAUSE OF ACTION BASED UPON OR ARISING OUT OF THIS TRADEMARK ASSIGNMENT OR THE SUBJECT MATTER HEREOF. THE SCOPE OF THIS WAIVER IS INTENDED TO BE ALL-ENCOMPASSING OF ANY AND ALL DISPUTES THAT

MAY BE FILED IN ANY COURT AND THAT RELATE TO THE SUBJECT MATTER OF THIS TRANSACTION, INCLUDING, WITHOUT LIMITATION, CONTRACT CLAIMS, TORT CLAIMS (INCLUDING NEGLIGENCE), BREACH OF DUTY CLAIMS, AND ALL OTHER COMMON LAW AND STATUTORY CLAIMS. THIS WAIVER HAS BEEN FULLY DISCUSSED BY EACH OF THE PARTIES HERETO AND THESE PROVISIONS WILL NOT BE SUBJECT TO ANY EXCEPTIONS. EACH PARTY HERETO HEREBY FURTHER WARRANTS AND REPRESENTS THAT SUCH PARTY HAS REVIEWED THIS WAIVER WITH ITS LEGAL COUNSEL, AND THAT SUCH PARTY KNOWINGLY AND VOLUNTARILY WAIVES ITS JURY TRIAL RIGHTS FOLLOWING CONSULTATION WITH LEGAL COUNSEL.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date first written above.

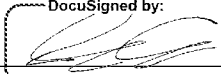
HOPLARK, LLC

DocuSigned by:

By: _____
Name: Betsy Frost
Title: Chief Executive Officer
Date: August 29, 2023

Address for Notices:

AGREED TO AND ACCEPTED:

BOLD LABS, LLC

DocuSigned by:

By: _____
Name: Dean Eberhardt
Title: Manager
Date: August 29, 2023

Address for Notices:

SCHEDULE 1

Trademarks

Mark	Jurisdiction	Serial Number	Filing Date	Status
HOPPING WILD	U.S.	90131319	August 23, 2020	Pending
HOP WILD	U.S.	90131320	August 23, 2020	Pending