

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI146374

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
King Ranch, Inc.		12/31/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Company Name:	King Ranch IP, LLC		
Street Address:	Three Riverway		
Internal Address:	Suite 1600		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77056		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2564207	KING RANCH	
Registration Number:	2729291	KING RANCH	
Registration Number:	3306462	W	
CORRESPONDENCE DATA			
Fax Number:	7374438797		
<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:	5123225200		
Email:	tmcentral@pirkeybarber.com,agroos@pirkeybarber.com		
Correspondent Name:	Ms. Alicia Morris Groos		
Address Line 1:	1801 East 6th Street, Suite 300		
Address Line 4:	Austin, TEXAS 78702		
ATTORNEY DOCKET NUMBER:	KNGR170		
NAME OF SUBMITTER:	MARY MURCHISON		
SIGNATURE:	MARY MURCHISON		
DATE SIGNED:	04/05/2024		
Total Attachments: 3			
source=Trademark Assignment Agreement#page1.tif			

OP \$90.00.00 75812888

source=Trademark Assignment Agreement#page2.tif

source=Trademark Assignment Agreement#page3.tif

Trademark Assignment Agreement

This Trademark Assignment Agreement, effective as of December 31, 2023 (the “Effective Date”), is made by King Ranch, Inc. (“Assignor”), a Delaware corporation with a business address of Three Riverway Suite 1600, Houston, TX 77056, and King Ranch IP, LLC (“Assignee”), a Delaware limited liability company with an address of Three Riverway Suite 1600, Houston, TX 77056.

WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademarks and the associated United States Trademark Registrations as set forth in Schedule A attached hereto (the “Assigned Trademarks”);

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Assigned Trademarks, including all of the goodwill associated with the Assigned Trademarks throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby conveys, transfers, and assigns to Assignee all of Assignor’s right, title, and interest in and to the following:
 - (a) the trademark registrations set forth in Schedule A hereto and all issuances, extensions, and renewals thereof, together with all associated common law rights and the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;
 - (b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;
 - (c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the Assigned Trademarks; and
 - (d) any and all claims and causes of action with respect to any of the Assigned Trademarks, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.
2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office, and similar offices and authorities in other jurisdictions worldwide, to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its

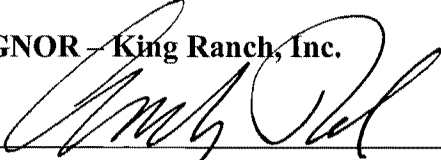
Error! Unknown document property name.

successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment
4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns

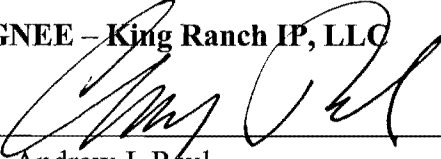
IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment Agreement to be executed on the date first written above.

ASSIGNOR – King Ranch, Inc.



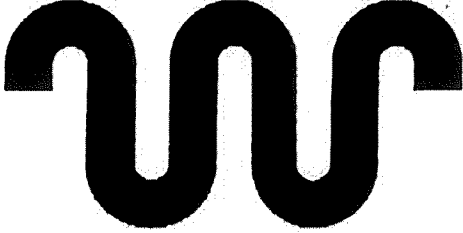
Name: Andrew J. Reul
Title: Executive Vice President, CFO

ASSIGNEE – King Ranch IP, LLC



Name: Andrew J. Reul
Title: Executive Vice President, CFO

Schedule A
Trademark Schedule

Mark	Reg. No.	Goods/Services
KING RANCH	2,564,207	Class 12: Motor vehicles, namely trucks
KING RANCH	2,729,291	Class 12: Leather seating and interior leather trim for motor vehicles
	3,306,462	Class 12: Motor vehicles, namely trucks

Error! Unknown document property name.