

# TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM326877

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
LBox, LLC		12/19/2014	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	WPP Properties
<b>Street Address:</b>	100 Park Avenue
<b>Internal Address:</b>	4th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10017
<b>Entity Type:</b>	PARTNERSHIP: DELAWARE
<b>Composed Of:</b>	<ul style="list-style-type: none"> <li>• Young &amp; Rubicam, Inc., DELAWARE, CORPORATION</li> <li>• Y&amp;R Properties Holding One LLC, DELAWARE, LIMITED LIABILITY COMPANY</li> </ul>

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
<b>Registration Number:</b>	3633738	LUNCHBOX
<b>Registration Number:</b>	3912276	LUNCHBOX

**CORRESPONDENCE DATA**

**Fax Number:** 2124684888  
*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.*  
**Phone:** (212) 468-4800  
**Email:** jkatz@dglaw.com  
**Correspondent Name:** Jeffrey C. Katz  
**Address Line 1:** Davis & Gilbert LLP, 1740 Broadway  
**Address Line 4:** New York, NEW YORK 10019

<b>ATTORNEY DOCKET NUMBER:</b>	026530-0017-000 (AGN JAC)
<b>NAME OF SUBMITTER:</b>	Jeffrey C. Katz
<b>SIGNATURE:</b>	/Jeffrey C. Katz/
<b>DATE SIGNED:</b>	12/22/2014

CH \$65.00 3633738

**Total Attachments: 2**

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TRADEMARK ASSIGNMENT

WHEREAS, LBox, LLC, a limited liability company of the State of Delaware, located at 466 Lexington Avenue, New York, New York, 10017 (hereinafter, "Assignor"), is the owner of the marks listed on the attached Schedule A (the "Marks"), which are registered in the United States Patent and Trademark Office.

WHEREAS, WPP Properties, a Partnership organized under the laws of the State of Delaware, located at 100 Park Avenue, 4<sup>th</sup> Floor, New York, New York 10017 (hereinafter, "Assignee"), is the successor to the business or the portion of business of Assignor, which is ongoing and existing, to which the Marks pertain, and is desirous of acquiring said Marks and said registrations thereof, and the goodwill of the business in connection therewith.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof listed on Schedule A, and all rights to damages or profits, due or accrued, arising out of past infringement of said Marks or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 19 day of December, 2014.

LBox, LLC

WPP Properties

By: Thomas O. Neuman  
Name: Thomas O. Neuman  
Title: SENIOR VICE PRESIDENT

By: Kevin J. Farense  
Name: KEVIN J. FARENSE  
Title: SECRETARY

Schedule A

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
"lunchbox" and design	3633738	June 9, 2009
LUNCHBOX	3912276	January 25, 2011