

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM573747

<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>
Deluxe Entertainment Services Inc.		04/23/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Deluxe Media Inc.		
<b>Street Address:</b>	2400 West Empire Avenue, 3rd Floor		
<b>City:</b>	Burbank		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91504		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 19</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1951896	CINEMASCAN	
<b>Registration Number:</b>	3621458	COLOR BY DELUXE	
<b>Registration Number:</b>	3621459	COLOR BY DELUXE	
<b>Registration Number:</b>	3727048	COLOR BY DELUXE	
<b>Registration Number:</b>	3610895	DELUXE	
<b>Registration Number:</b>	3678250	DELUXE	
<b>Registration Number:</b>	3665490	DELUXE	
<b>Registration Number:</b>	2348324	DELUXE	
<b>Registration Number:</b>	3618079	DELUXE	
<b>Registration Number:</b>	3801521	DELUXE	
<b>Registration Number:</b>	3610896	DELUXE	
<b>Registration Number:</b>	2399113	DELUXE	
<b>Registration Number:</b>	2399122	DELUXE	
<b>Registration Number:</b>	5536283	DELUXE	
<b>Registration Number:</b>	5398197	DELUXE	
<b>Registration Number:</b>	2902902	FCT	
<b>Registration Number:</b>	5891967	IDENTIFEYE	
<b>Registration Number:</b>	5228225	SFERA	
<b>Registration Number:</b>	5287963	SFERA	
<b>TRADEMARK</b>			

OP \$490.00 1951896

**CORRESPONDENCE DATA****Fax Number:** 3036293450*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:** 303-629-3400**Email:** docketing-dv@dorsey.com, kleiner.pamela@dorsey.com**Correspondent Name:** Charlene M. Krogh, Dorsey & Whitney LLP**Address Line 1:** 1400 Wewatta Street, Suite 400**Address Line 2:** IP Docketing**Address Line 4:** Denver, COLORADO 80202-5549**ATTORNEY DOCKET NUMBER:** M286778**NAME OF SUBMITTER:** Pamela Kleiner**SIGNATURE:** /pamela kleiner/**DATE SIGNED:** 04/27/2020**Total Attachments: 6**

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment is effective April 23, 2020 (the "Effective Date") between Deluxe Entertainment Services Inc., a Delaware corporation with an address at 2400 West Empire Avenue, 3<sup>rd</sup> Floor, Burbank, California 91504, United States of America ("Assignor") and Deluxe Media Inc., a Delaware corporation with an address at 2400 West Empire Avenue, 3<sup>rd</sup> Floor, Burbank, California 91504, United States of America ("Assignee").

WHEREAS Assignor is the sole and exclusive owner of certain trademarks used by Assignor in the conduct of its business, including the trademark applications and registrations identified in Schedule A and all common law rights associated with such trademarks in any jurisdiction (collectively, hereinafter, "the Marks").

WHEREAS Assignor wants to assign and Assignee wants to receive all of Assignor's right, title and interest in the Marks together with all goodwill of the business symbolized by or associated with the Marks.

NOW, THEREFORE, the parties agree as follows:

For good and valuable consideration of US\$10, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns to Assignee all of Assignor's right, title and interest in and to the Marks as they exist anywhere in the world and as may be created or acquired at any date in the future, along with all goodwill of the business symbolized by or associated with the Marks, and with all claims arising out of or relating to the use or ownership of the Marks. This assignment includes without limitation all applications and registrations for the Marks, all priority rights or claims based on International Conventions, all rights to proceeds of the Marks, including income, royalties, damages, profits, and payments now or hereafter payable, all rights of action of Assignor, and the right to take proceedings and to seek damages and all other available remedies, against third parties for past, present, or future infringement of the Marks.

Assignor shall execute and deliver any other documents and perform any other reasonable acts Assignee may request, that may be necessary and appropriate to effectuate the provisions of this agreement and establish Assignee's rights in the Marks.

At the request and expense of Assignee, Assignor shall provide all reasonable assistance which Assignee considers necessary in connection with bringing or defending any proceedings in relation to the Marks.

Each party signs this agreement as of the date below to be effective as of the Effective Date.

**Deluxe Entertainment Services Inc.**

By: 

Name: Stefanie Liquori DiGrigoli

Title: EVP and General Counsel

Date: April 23, 2020

**Deluxe Media Inc.**

By: x 

Name: Stefanie Liquori DiGrigoli

Title: EVP and General Counsel

Date: April 23, 2020

**SCHEDULE A**

<b>COUNTRY</b>	<b>TRADEMARK</b>	<b>APP NO</b>	<b>APP DATE</b>	<b>REG NO</b>	<b>REG DATE</b>
Australia	DELUXE	1261762	Sep 10, 2008	1261762	Jul 14, 2010
Australia	DELUXE & Design (filled - red)	1261780	Sep 10, 2008	1261780	Jul 14, 2010
Australia	DELUXE & Design (in color, digitized)	1522356	Oct 25, 2012	1522356	Jun 5, 2013
Australia	DELUXE & Design (new) (Series of 2)	1771946	May 20, 2016	1771946	May 10, 2017
Canada	DELUXE	1065783	Jul 4, 2000	TMA563786	Jun 20, 2002
Canada	DELUXE	1065783-01	Apr 20, 2017		
Canada	DELUXE & Design	1066038	Jul 7, 2000	TMA563711	Jun 19, 2002
Canada	DELUXE & Design (filled - red)	1397352	May 29, 2008	TMA780182	Oct 19, 2010
Canada	DELUXE & Design (in color, digitized)	1597385	Oct 9, 2012	TMA875742	Apr 15, 2014
Canada	DELUXE & Design (lined for the color red)	1066037	Jul 7, 2000	TMA563712	Jun 19, 2002
Canada	DELUXE & Design (new)	1783238	May 19, 2016	TMA1007864	Oct 30, 2018
Canada	DELUXE & Design (new) (in red)	1783244	May 19, 2016	TMA1007865	Oct 30, 2018

COUNTRY	TRADEMARK	APP NO	APP DATE	REG NO	REG DATE
China	DELUXE & Design (in color, digitized)	11639939	Oct 23, 2012	11639939	Feb 28, 2016
China	DELUXE & Design (in color, digitized)	11639940	Oct 23, 2012	11639940	Feb 28, 2016
China	DELUXE & Design (in color, digitized)	11639941	Oct 23, 2012	11639941	Jul 7, 2014
China	DELUXE & Design (new)	20075442	May 25, 2016	20075442	Jul 14, 2017
China	DELUXE & Design (new)	20075441	May 25, 2016	20075441	Oct 14, 2017
China	DELUXE & Design (new)	20075440	May 25, 2016	20075440	Jan 7, 2019
China	DELUXE & Design (new)	21034689	Aug 19, 2016		
China	DELUXE & Design (new)	21034688	Aug 19, 2016	21034688	Sep 7, 2018
China	DELUXE & Design (new)	24929948	Jun 22, 2017	24929948	Dec 28, 2018
European Union	DELUXE	018046188	Jan 4, 2019		
European Union	DELUXE & Design (filled - red)	6891949	May 7, 2008	6891949	Nov 29, 2011
European Union	DELUXE & Design (in color, digitized)	014342935	Jul 8, 2015		
European Union	DELUXE & Design (new) (in red)	015438047	May 13, 2016		

COUNTRY	TRADEMARK	APP NO	APP DATE	REG NO	REG DATE
European Union	FCT DATA	6315428	Sep 27, 2007	6315428	Feb 20, 2009
European Union	LEAPCLOUD	012172871	Sep 26, 2013	012172871	Jan 27, 2014
European Union	MEDIUSONE	017256769	Sep 28, 2017	017256769	Mar 20, 2018
European Union	SFERA	016204356	Dec 28, 2016	016204356	Feb 24, 2020
India	DELUXE & Design (in color, digitized)	2419970	Oct 30, 2012	2419970	Mar 27, 2019
India	DELUXE & Design (new)	3267891	May 24, 2016	3267891	Aug 31, 2019
Spain	DELUXE ENTERTAINMENT SERVICES	2463692	Mar 18, 2002	3006199	Aug 5, 2002
Spain	DELUXE MEDIA SERVICES	2471532	Apr 23, 2002	3009916	Oct 7, 2002
United Kingdom	DELUXE & Design (new)	UK00003165449	May 19, 2016	UK00003165449	Dec 2, 2016
United Kingdom	MEDIUSONE	UK00003259916	Sep 28, 2017	UK00003259916	Jan 26, 2018
United Kingdom	SFERA	UK00003204193	Dec 28, 2016	UK00003204193	Apr 7, 2017
United States of America	CINEMASCAN	74513895	Apr 18, 1994	1951896	Jan 23, 1996
United States of America	COLOR BY DELUXE	77285956	Sep 21, 2007	3621458	May 19, 2009
United States of America	COLOR BY DELUXE	77286067	Sep 21, 2007	3621459	May 19, 2009

COUNTRY	TRADEMARK	APP NO	APP DATE	REG NO	REG DATE
United States of America	COLOR BY DELUXE	77286124	Sep 21, 2007	3727048	Dec 22, 2009
United States of America	DELUXE	77227078	Jul 11, 2007	3610895	Apr 28, 2009
United States of America	DELUXE	77227100	Jul 11, 2007	3678250	Sep 8, 2009
United States of America	DELUXE	77227118	Jul 11, 2007	3665490	Aug 11, 2009
United States of America	DELUXE	75606282	Dec 15, 1998	2348324	May 9, 2000
United States of America	DELUXE	77227139	Jul 11, 2007	3618079	May 12, 2009
United States of America	DELUXE	77227145	Jul 11, 2007	3801521	Jun 15, 2010
United States of America	DELUXE	77227160	Jul 11, 2007	3610896	Apr 28, 2009
United States of America	DELUXE & Design	75603228	Dec 15, 1998	2399113	Oct 31, 2000
United States of America	DELUXE & Design (lined for the color red)	75606084	Dec 15, 1998	2399122	Oct 31, 2000
United States of America	DELUXE & Design (new)	87038634	May 16, 2016	5536283	Aug 7, 2018
United States of America	DELUXE & Design (new)	87976363	May 16, 2016	5398197	Feb 6, 2018
United States of America	FCT	76533496	Jul 30, 2003	2902902	Nov 16, 2004
United States of America	IDENTIFEYE	87756454	Jan 16, 2018	5891967	Oct 22, 2019
United States of America	SFERA	87277470	Dec 22, 2016	5228225	Jun 20, 2017

<b>COUNTRY</b>	<b>TRADEMARK</b>	<b>APP NO</b>	<b>APP DATE</b>	<b>REG NO</b>	<b>REG DATE</b>
United States of America	SFERA	87277463	Dec 22, 2016	5287963	Sep 12, 2017