

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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ETAS ID: TM598279

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Daisy Keech		09/04/2020	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Hype House, LLC		
Street Address:	12424 Wilshire Blvd.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	88748806	THE HYPE HOUSE	
Serial Number:	88772394	THE HYPE HOUSE	
Serial Number:	88776774	THE HYPE HOUSE	
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:	3108465800		
Email:	kfeinswog@gmail.com		
Correspondent Name:	Kenneth A. Feinswog		
Address Line 1:	400 Corporate Pointe		
Address Line 2:	Suite 300		
Address Line 4:	Culver City, CALIFORNIA 90230		
NAME OF SUBMITTER:	Kenneth A. Feinswog		
SIGNATURE:	/kenneth a. feinswog/		
DATE SIGNED:	09/17/2020		
Total Attachments: 2			
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OP \$90.00 88748806

Exhibit A

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered into this 4 day of September, 2020 between Daisy Keech (“ASSIGNOR”), c/o David Samani, Lewis Brisbois Bisgaard & Smith LLP, 633 West 5th Street, Suite 4000, Los Angeles, CA 90071, and The Hype House, LLC (“ASSIGNEE”), a California limited liability company, c/o Stanton L. Stein, Russ August & Kabat, 12424 Wilshire Blvd., Los Angeles, CA 90025.

WHEREAS, ASSIGNOR is the sole and exclusive owner of all right, title and interest in and to the following trademark applications filed in the United States Patent and Trademark Office (the “Applications”) for THE HYPE HOUSE (together with domain names and social media accounts that include the words HYPE and HOUSE, the “Mark”):

- Applications:
 - Serial No. 88/748806 filed January 7, 2020;
 - Serial No. 88/772394 filed January 24, 2020;
 - Serial No. 88/776774 filed January 29, 2020

WHEREAS, ASSIGNOR’s claimed right, title, and interest being assigned herein include all her rights in the Mark, including, but not limited to, common-law rights and goodwill in the Mark resulting from any use of the Mark by ASSIGNOR and/or ASSIGNOR’s predecessors in interest, related companies, and/or licensees.

WHEREAS, ASSIGNOR wishes to assign to ASSIGNEE and ASSIGNEE wishes to acquire any and all rights and interests in and to the Applications for the Mark and the goodwill appurtenant thereto;

WHEREAS, ASSIGNOR represents that she has not personally registered or opened any domain names or social media accounts that include the words HYPE and HOUSE, and she does not have control over any such domain names or social media accounts as of the date of this ASSIGNMENT.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

ASSIGNOR hereby assigns to ASSIGNEE all of her right, title and interest in and to the Applications and the Mark, together with the goodwill of the business symbolized thereby in perpetuity throughout the world, all rights of any kind whatsoever relating to the Mark accruing to ASSIGNOR, any and all royalties, income, payments and other proceeds now or hereafter due or payable relating to the Mark, all rights to prosecute and maintain the Mark and the corresponding Applications and any registrations issued therefrom, and any and all 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 to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages relating to the Mark, the same to be held and enjoyed by ASSIGNEE for its own use and on its own behalf, and for its legal representatives and assigns as fully and entirely as the same would have been held by ASSIGNOR had this Assignment of Mark not been made.

ASSIGNOR agrees to execute all other documents that ASSIGNEE may require to effectuate the intent of this ASSIGNMENT and/or confirm the rights granted hereunder, and if ASSIGNOR fails to do so, ASSIGNOR hereby irrevocably appoints ASSIGNEE as her attorney-in-fact (with full power of substitution and delegation) to take such action and to execute and deliver any and all instruments or documents which ASSIGNEE deems necessary.

ASSIGNOR:

Daisy Keech



Daisy Keech

ASSIGNEE

The Hype House, LLC

By: 

Name/Title: Thomas Petrou