

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM605992

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rival Holdings, LLC		10/01/2020	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Rival Holdings Group, LLC		
Street Address:	48 Market Street #17795		
City:	San Fransico		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88794982	RIVAL	
CORRESPONDENCE DATA			
Fax Number:	4076742448		
<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:	4074433745		
Email:	John@johnlasterlaw.com		
Correspondent Name:	John Laster		
Address Line 1:	421 East Robinson St		
Address Line 4:	Orlando, FLORIDA 32801		
NAME OF SUBMITTER:	John Laster		
SIGNATURE:	/John Laster/		
DATE SIGNED:	10/30/2020		
Total Attachments: 1			
source=IP_TrademarkAssignment-RIVAL mark (signed)#page1.tif			

OP \$40.00 88794982

TRADEMARK ASSIGNMENT

This Trademark Assignment is made this 1st day of October, 2020, by and between Rival Holdings, LLC and Rival Holdings Group, LLC.

WHEREAS, Rival Holdings, LLC, a Florida LLC having a principal business address of 416 7th Ave Windermere, Florida 34786 (hereinafter referred to as "Assignor") is the owner of all right, title and interest in and to the following United States Trademark Registrations and Applications (hereinafter collectively referred to as the "Marks"):

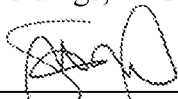
1. Rival, Serial No. 88794982, in Class 42, for Entertainment services, namely, the production and distribution of an ongoing show featuring video game competitions for spectators; gaming services in the nature of conducting online computer game tournaments; providing a web-based system and on-line portal for customers to participate in on-line gaming, operation and coordination of game tournaments, leagues and tours for recreational computer game playing purposes; organization of electronic game competitions; entertainment services, namely, production and distribution of a game show; entertainment services, namely, conducting live video games; provision of information relating to electronic computer games provided via the internet; entertainment services, namely, providing on-line computer games; providing ratings and reviews for video game content; entertainment services, namely, providing a website featuring games; entertainment services, namely, providing on-line reviews of computer games; gaming services in the nature of conducting online computer game tournaments; organization of electronic game competitions

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest throughout the world in and to the Marks, together with all of the goodwill symbolized by said Marks, the entirety of Assignor's ongoing and existing business to which the assigned Marks pertain, and the right to recover damages, profits, and all other remedies for all past and future infringements thereof.

Signed this 1st day of October, 2020.

ASSIGNOR

Rival Holdings, LLC



By: Shawn Murnan, CEO