

## TRADEMARK ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

ETAS ID: TM630128

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900585972		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Privy Groupe, Inc		12/27/2019	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Emblemworks LLC		
<b>Street Address:</b>	923 7TH STREET		
<b>City:</b>	LOS ANGELES		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90254		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4858230	PRIVY	
<b>Registration Number:</b>	5232425	M	
<b>Registration Number:</b>	5244713	PRIVY M8	
<b>Registration Number:</b>	5381058	SAVVY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8055648262		
<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>			
<b>Phone:</b>	8059654400		
<b>Email:</b>	Kurt@incip.com		
<b>Correspondent Name:</b>	Kurt Koenig		
<b>Address Line 1:</b>	920 Garden St.		
<b>Address Line 4:</b>	Santa Barbara, CALIFORNIA 93101		
<b>ATTORNEY DOCKET NUMBER:</b>	2866-102		
<b>NAME OF SUBMITTER:</b>	Kurt Koenig		
<b>SIGNATURE:</b>	/Kurt Koenig/		
<b>DATE SIGNED:</b>	03/05/2021		
<b>Total Attachments: 2</b>			

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## **TRADEMARK ASSIGNMENT**

This Trademark Assignment ("Assignment") is made as of **December 27, 2019** ("Effective Date") from **Privy Groupe, Inc.**, a California corporation ("ASSIGNOR") to **Emblemworks LLC**, a California limited liability company ("ASSIGNEE").

**WHEREAS**, ASSIGNOR owns the rights to the trademarks ("Marks") described in **Schedule A**, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with all the Goods and/or Services on which the Marks have been used by ASSIGNOR ("Goods/Services"); and

**WHEREAS**, ASSIGNOR desires to quitclaim, convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby quitclaims, conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and in perpetuity, together with (1) the goodwill of the business relating to the Goods/Services in respect upon which the Marks are and have been used; (2) all income, fees, payments, royalties, and damages now or hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all reasonably necessary documents, papers, forms, and authorizations and take all other reasonably necessary actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

ASSIGNOR further appoints ASSIGNEE, with the full power of substitution therein, as its true and lawful attorney-in-fact for the limited purpose of executing such papers and performing such other proper acts as may be reasonably necessary to secure to ASSIGNEE, or to its successors or assigns, the rights hereby transferred.

**IN WITNESS WHEREOF**, ASSIGNOR has duly executed and delivered this Assignment, as of the Effective Date.

**Privy Groupe, Inc.**

A handwritten signature in black ink, appearing to read 'Linda Kim', written over a horizontal line.

Linda Kim, Secretary

**SCHEDULE A**

<b><u>Trademark</u></b>	<b><u>Serial No.</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>
<b>PRIVY</b>	86567341	4858230	November 24, 2015
<b>M8 &amp; Design</b>	87245990	5232425	June 27, 2017
<b>PRIVY M8 &amp; Design</b>	87245983	5244713	July 18, 2017
<b>SAVVY</b>	86763436	5381058	January 16, 2018