

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM531517

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pinkbox Company LLC		07/11/2019	Limited Liability Company: NEVADA
RECEIVING PARTY DATA			
Name:	Imagination Holdings, LLC		
Street Address:	3790 Paradise Road		
Internal Address:	Suite 250		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89169		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	88383632		
Serial Number:	88386687	EVERYDAY IS A GOOD DAY FOR A DONUT	
Serial Number:	88386065	DONUT LICK THE SHIRT	
Serial Number:	88386057	DONUT LICK THE BOX	
Serial Number:	88386045	DONUT LICK THE GLASS	
Registration Number:	5771904		
Serial Number:	88261298	PINKBOX DOUGHNUTS	
Serial Number:	88366588		
Serial Number:	88261327	SO GOOD YOU'LL LICK THE BOX!	
Serial Number:	88261321	SO GOOD YOU'LL LICK THE BOX!	
Serial Number:	88261304	PINKBOX DOUGHNUTS	
Serial Number:	88261301	PINKBOX DOUGHNUTS	
Serial Number:	88262887	DOUGHCRO	
Serial Number:	88261325	SO GOOD YOU'LL LICK THE BOX!	
Registration Number:	4508328	PINKBOX DOUGHNUTS	
CORRESPONDENCE DATA			
Fax Number:	2139292525		

CH \$390.00 88383632

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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: 213.929.2500
Email: ipladocket@swlaw.com
Correspondent Name: Dax Alvarez
Address Line 1: 400 EAST VAN BUREN STREET
Address Line 2: SUITE 1900
Address Line 4: PHOENIX, ARIZONA 85004-2202

ATTORNEY DOCKET NUMBER:	77465.00004
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NAME OF SUBMITTER:	Dax Alvarez
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SIGNATURE:	/Dax Alvarez/
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DATE SIGNED:	07/11/2019
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Total Attachments: 3

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**Assignment of Trademarks and the United States
Applications for Registration and Registrations Thereof**

WHEREAS, Pinkbox Company LLC, a Nevada limited liability company having a place of business at 3790 Paradise Road, Suite 250, Las Vegas, Nevada 89169 ("Assignor"), has acquired or adopted, and used, and thereby own all rights, title and interests in and to (i) the trademarks and (ii) the United States applications for registration and registrations thereof identified in Exhibit A attached hereto and by this reference incorporated into and made a part hereof (hereinafter collectively referred to as the "Marks"), together with the goodwill of the business appurtenant to said Marks; and

WHEREAS, Assignor is assigning the Marks as part of the entire business to which the Marks pertain as required by 15 U.S.C. § 1060; and

WHEREAS, Imagination Holdings, LLC a Nevada limited liability company having a place of business at 3790 Paradise Road, Suite 250, Las Vegas, Nevada 89169 ("Assignee") is desirous of acquiring said Marks; and

WHEREAS, in order to effectuate Assignor's assignment of its entire rights, title and interest in and to the Marks and the goodwill appurtenant thereto, to Assignee, Assignor is executing this instrument of Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer unto Assignee, its successors, assigns and legal representatives, its full and entire rights, title and interests in and to the Marks identified in said Exhibit A, and the attendant goodwill symbolized by the Marks, the same to vest in Assignee, including, without limitation, the ownership of all causes of action for, and claims for damages by reason of, the infringement of any of the Marks by other parties, which causes of action and claims arose prior to the date of execution hereof.

Assignor hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office, so as to establish Assignee as owner of record of the Marks.

Assignor further agrees, at the request of Assignee and without charge or cost to Assignee, to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this

Assignment; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with the United States Patent and Trademark Office, so that Assignee's ownership of the Marks is duly made of record.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed on the date indicated below.

Dated: July 11, 2019

PINKBOX COMPANY LLC
("Assignor")

By: Pinkbox Management LLC
Its: Manager

By: Standard Nevada LLC
Its: Manager

By: _____
Name: Stephen G. Siegel
Title: Manager of Standard Nevada LLC


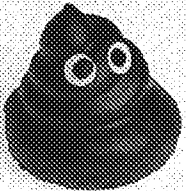

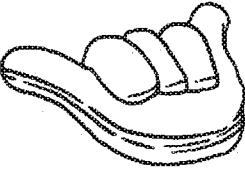


Dated: July 11, 2019

IMAGINATION HOLDINGS, LLC
("Assignee")

By: The Siegel Group Nevada, Inc.
Its: Manager

By: _____
Name: Stephen G. Siegel
Title: President of The Siegel Group Nevada, Inc.

EXHIBIT A

<u>Mark</u>	<u>Serial No./Reg. No.</u>	<u>Filing Date/Reg. Date</u>	<u>Class</u>
	88/383632	April 12, 2019	35
EVERYDAY IS A GOOD DAY FOR A DONUT	88/386,687	April 15, 2019	35
DONUT LICK THE SHIRT	88/386,065	April 15, 2019	25
DONUT LICK THE BOX	88/386,057	April 15, 2019	35
DONUT LICK THE GLASS	88/386,045	April 15, 2019	35
	5,771,904	June 4, 2019	30
	88/261,298	January 14, 2019	21, 25
	88/366,588	April 1, 2019	30
SO GOOD YOU'LL LICK THE BOX	88/261,327	January 14, 2019	35
SO GOOD YOU'LL LICK THE BOX	88/261,321	January 14, 2019	21, 25
	88/261,304	January 14, 2019	35
	88/261,301	January 14, 2019	30
DOUHCRO	88/262,887	January 15, 2019	30
SO GOOD YOU'LL LICK THE BOX	88/261,325	January 14, 2019	30
PINKBOX DOUGHNUTS	4,508,328	April 1, 2014	35

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