

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM389993

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bayside Bride		07/01/2016	Partnership: MARYLAND
RECEIVING PARTY DATA			
Name:	Honeybook, Inc.		
Street Address:	539 Bryant Street, #210		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86673906	RISING TIDE SOCIETY	
CORRESPONDENCE DATA			
Fax Number:	6175231231		
<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:	6175701000		
Email:	tadmin@goodwinprocter.com, rthomas@goodwinprocter.com		
Correspondent Name:	Ryan E. Thomas		
Address Line 1:	Goodwin Procter LLP		
Address Line 2:	100 Northern Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02210		
ATTORNEY DOCKET NUMBER:	HON-604 (130490/248360)		
NAME OF SUBMITTER:	Ryan E. Thomas		
SIGNATURE:	/RET/		
DATE SIGNED:	07/01/2016		
Total Attachments: 1			
source=RISING TIDE SOCIETY TM Assignment (EXECUTED)#page1.tif			

OP \$40.00 86673906

TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”), dated as of 7/1/2016, 2016, is by and between Bayside Bride, a Maryland partnership composed of Natalie Franke Hayes and Krista Jones, both United States citizens (“Assignor”), and Honeybook, Inc., a Delaware corporation, (“Assignee”).

WHEREAS, Assignor holds all right, title and interest in and to the trademark RISING TIDE SOCIETY and U.S. trademark application number 86/673,906 for (the “Mark”);

WHEREAS, Assignor now intends to assign, and Assignee is desirous of acquiring the Mark from Assignor, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the foregoing premises and covenants, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,

1. Assignor does hereby assign, transfer and set over to Assignee all right, title, and interest in and to the Mark, together with any and all applications and registrations therefor, and all of the goodwill symbolized thereby and appurtenant thereto.

2. Assignor does also hereby assign, sell, transfer and set over unto Assignee all claims for damages for reason of past or current infringement of the Mark, as well as the right to sue for and collect the same for its own use and enjoyment.

3. Assignor further authorizes the Director of the United States Patent & Trademark Office, and any official of any U.S. state or states whose duty it is to record trademark registrations, applications and title thereto, to record the Mark and title thereto as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this instrument.

IN WITNESS WHEREOF, the undersigned has executed this Assignment as a sealed instrument as of the date first above written.

Assignor:

BAYSIDE BRIDE,

Krista Jones

Name: Krista Jones

Title: Co-Owner / Co- Founder

Assignee:

HONEYBOOK, INC.

DocuSigned by:

John Kramer

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By: _____

Name: John Kramer

Title:

COO