

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM411072

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
IA Collaborative, LLC		01/04/2017	Limited Liability Company: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jesse M. Salzman		
<b>Street Address:</b>	18 Muirfield Court		
<b>City:</b>	Pittsford		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14534		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4946925	UNTOLD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6125732005		
<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>	612-573-2000		
<b>Email:</b>	uspto@dbclaw.com		
<b>Correspondent Name:</b>	Timothy A. Czaja		
<b>Address Line 1:</b>	100 South Fifth Street, Suite 2250		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>NAME OF SUBMITTER:</b>	Timothy A. Czaja		
<b>SIGNATURE:</b>	/Timothy A. Czaja/		
<b>DATE SIGNED:</b>	01/04/2017		
<b>Total Attachments: 1</b>			
source=2017-01-04 Assignment Signed#page1.tif			

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CONFIRMATION OF ASSIGNMENT

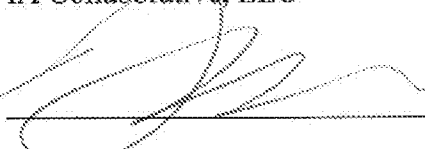
This Confirmation of Assignment is made as of December 21, 2016 (the "Effective Date") between IA Collaborative, LLC having an address at 218 S. Wabash, 9<sup>th</sup> Floor, Chicago, IL 60604 ("Assignor") and Jesse M. Salzman having an address at 18 Muirfield Court, Pittsford, NY 14534 ("Assignee").

Assignor was the registered owner of the mark "UNTOLD" registered in the United States Patent and Trademark Office as Registration No. 4946925, dated April 26, 2016 ("the Registered Mark").

The parties confirm that in a Trademark Purchase and Assignment Agreement executed by the parties on even date herewith, Assignor conveyed, transferred and assigned to Assignee all of the Assignor's right, title and interest in the Registered Mark, together with the goodwill of the business relating to the products on which the Registered Mark is used and for which it is registered.

Dated: 1/9/17

IA Collaborative, LLC

By: 

Title: CO-FOUNDER

Dated: 12/21/16

Jesse M. Salzman

