

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM417263

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Keyword Acquisitions, Inc.		12/01/2016	Corporation: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Stephen Wilson		
Street Address:	36 Old Haswell Park Road		
City:	Middleton		
State/Country:	MASSACHUSETTS		
Postal Code:	01949		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86752570	TURO	
CORRESPONDENCE DATA			
Fax Number:	6178352712		
<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:	6178352712		
Email:	stephenwilson@yahoo.com		
Correspondent Name:	Stephen Wilson		
Address Line 1:	36 Old Haswell Park Road		
Address Line 4:	Middleton, MASSACHUSETTS 01949		
NAME OF SUBMITTER:	Stephen R. Wilson		
SIGNATURE:	/Stephen R. Wilson/		
DATE SIGNED:	02/24/2017		
Total Attachments: 1			
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OP \$40.00 86752570

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is entered into this 1st day of December, 2016 (the "Effective Date") by and between Keyword Acquisitions, Inc., a corporation duly organized and existing under the laws of the Commonwealth of Massachusetts and having its principal place of business at 36 Old Haswell Park Road, Middleton, MA 01949 ("Assignor") and Stephen R. Wilson, an individual residing in the Commonwealth of Massachusetts and having residence at 36 Old Haswell Park Road, Middleton, MA 01949 ("Assignee").

The Assignor is the owner of a trademark **Turo** (the "Trademark") that is pending registration in the United States Patent and Trademark Office, Serial No. 86752570, application dated September 10, 2015.

The Assignee wishes to acquire the Assignor's rights in the trademark listed in this agreement.

The Assignee agrees to pay the Assignor \$1.00.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the mark, together with


- 1) the goodwill of the business relating to the products and services on which the marks are used and for which they are registered,
- 2) all income, royalties, and damages 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 infringement or misappropriations of the marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property.

In witness whereof, the Assignor has duly executed and delivered this Assignment, as of the day and year first above written.

ASSIGNOR:

Keyword Acquisitions, Inc


By: 

Name: Amy Wilson

Title: Treasurer / Director

ASSIGNEE:

Stephen R. Wilson

By: 

Name: Stephen R. Wilson