

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM422050

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Become, Inc.		03/27/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Connexity, Inc.		
Street Address:	12200 W. Olympic Blvd		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3220597	BECOME	
CORRESPONDENCE DATA			
Fax Number:			
<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:	503-844-9009		
Email:	mail@ganzlaw.com		
Correspondent Name:	GANZ POLLARD, LLC		
Address Line 1:	PO BOX 2200		
Address Line 4:	HILLSBORO, OREGON 97123		
NAME OF SUBMITTER:	Bridgett Barrett		
SIGNATURE:	/Bridgett Barrett/		
DATE SIGNED:	04/02/2017		
Total Attachments: 2			
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source=Become Assignment#page2.tif			

OP \$40.00 3220597

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective as of March 27, 2017, is made by Become, Inc., a wholly owned subsidiary of Connexity, Inc., a corporation organized under the laws of the state of Delaware ("Assignor") and Connexity, Inc., a Delaware corporation, all having their principal offices at 12200 W. Olympic Blvd, Los Angeles, CA 90064 ("Assignee").

WHEREAS, Assignor owns its entire right, title and interest, whether statutory or common law rights, in and to the mark BECOME, including all use made on the website and associated pages www.become.com, and including, without limitation, the trademarks and registrations listed below (the "Assigned Trademarks");

1. U.S. Trademark Registration No. 3,220,597, registered on March 20, 2007 for the mark BECOME; and
2. European Community Trademark Registration No. 009166281, registered on October 10, 2012 for the mark BECOME

Assignor also assigns its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement of the rights assigned under this Assignment.

The parties hereto authorize and request that the respective Trademark Offices of the relevant jurisdictions record and recognize Assignee as the assignee and owner of the Assigned Trademarks.

Assignor agrees to execute any additional documents and to take such other actions as may be necessary to transfer to Assignee its entire right, title and interest in and to the Assigned Trademarks.

NOW THEREFORE, Assignor hereby assigns to Assignee all right, title and interest in and to the Assigned Trademarks, therefor, and all goodwill of all of the business symbolized by and associated with the Assigned Trademarks.

Dated this 27th day of March, 2017

For Assignor, Become, Inc.

By: *Blythe Holden*
Name: Blythe Holden
Title: Secretary

State of California,

County of Los Angeles

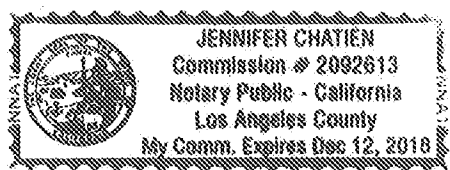
On March 27, 2017 before me, Jennifer Chatien, personally appeared Blythe Holden who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: *Jennifer Chatien*
Notary Public

(Seal)



Docket Nos. BIZ3069CTM & BIZ3069US

IN WITNESS WHEREOF, Assignee hereunto signed on the day and year set forth below.

For Assignee, Connexity, Inc.

By: [Signature]
Name: Blythe Holden
Title: EVP and Chief Legal Officer

March 23, 2017
DATE

State of California,

County of Los Angeles

On March 27, 2017 before me, Jennifer Chatien, personally appeared Blythe Holden who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Signature]
Notary Public

(Seal)

