

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM444117

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/25/2015		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TrustedID, Inc.		03/25/2015	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Story of Stuff Project, The		
Street Address:	1442A Walnut St. #272		
City:	Berkeley		
State/Country:	CALIFORNIA		
Postal Code:	94709		
Entity Type:	Corporation: CALIFORNIA Non-profit corporation		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4041294	CATALOG CHOICE	
CORRESPONDENCE DATA			
Fax Number:	2122140438		
<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:	212-271-0142		
Email:	geoff@hblawyers.com		
Correspondent Name:	Geoffrey Boehm		
Address Line 1:	45 West 36th St., 6th Floor		
Address Line 4:	New York, NEW YORK 10018-7635		
NAME OF SUBMITTER:	Geoffrey Boehm		
SIGNATURE:	/Geoffrey Boehm/		
DATE SIGNED:	09/22/2017		
Total Attachments: 1			
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OP \$40.00 4041294

ASSIGNMENT OF U. S. TRADEMARKS AND REGISTRATION

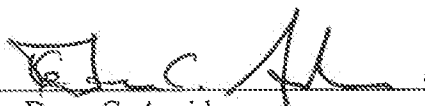
WHEREAS, TrustedID, Inc., a Delaware corporation ("TrustedID"), owns and has used the mark Catalog Choice, which is the subject of U.S. Registration No. 4041294; and

WHEREAS, The Story of Stuff Project, a California non-profit corporation ("SoSP"), with a principal place of business at 1442-A Walnut Street, #272, Berkeley, California 94704, is desirous of acquiring said mark and its federal registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, TrustedID does hereby assign unto SoSP, all right, title and interest in and to said mark and its federal registration, together with the good will of the business symbolized by said mark, effective as of March 25, 2015.

Date: March 25, 2015

TrustedID, Inc.

By: 
Name: Dean C. Arvidson
Title: President