

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM448486

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Duffey, Petrosky & Company, L.L.C.		10/17/2017	Limited Liability Company: MICHIGAN
RECEIVING PARTY DATA			
Name:	Octane Digital, LLC		
Street Address:	39303 COUNTRY CLUB DRIVE		
City:	Farmington Hills		
State/Country:	MICHIGAN		
Postal Code:	48331		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4487140	EMBARK	
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>			
Email:	glime@butzel.com		
Correspondent Name:	Ashley A Glime		
Address Line 1:	301 E Liberty St		
Address Line 2:	Suite 500		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
NAME OF SUBMITTER:	Ashley A. Glime		
SIGNATURE:	/Ashley A Glime/		
DATE SIGNED:	10/25/2017		
Total Attachments: 3			
source=DP Assignment of EMBARK to Octane executed 17Oct2017#page1.tif			
source=DP Assignment of EMBARK to Octane executed 17Oct2017#page2.tif			
source=DP Assignment of EMBARK to Octane executed 17Oct2017#page3.tif			

CH \$40.00 4487140

TRADEMARK ASSIGNMENT

This Trademark Assignment is by and between Duffey, Petrosky & Company, L.L.C., a limited liability company organized under the laws of Michigan, with an address at 39303 Country Club Drive, Farmington Hills, Michigan 48331 (hereinafter "Assignor"); and Octane Digital, LLC company having an address at 39303 Country Club Drive, Farmington Hills, Michigan 48331 (hereinafter "Assignee").

WHEREAS, Assignor owns the US Trademark Registration for EMBARK (Reg. No. 4487140) registered February 24, 2014 for class 35 for "Advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels" services and associated common law rights developed in the use of the mark EMBARK and any variations thereof, developed or used in operation of the Assignor's business (hereinafter collectively "the Marks").

WHEREAS, for their mutual benefit, Assignee wishes to acquire from Assignor, and Assignor wishes to assign to Assignee, all of Assignor's right, title and interest in and to the Marks, worldwide, together with the goodwill of the business appurtenant to and symbolized by the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

- 1. Assignment. Assignor does hereby sell, transfer, convey and assign to Assignee, free and clear, all its right, title and interest in and to the Marks, worldwide, including the goodwill of the business appurtenant thereto and which is symbolized thereby, including the right to sue for any prior infringement of the Marks. Assignor agrees to undertake any such other acts, and shall execute, acknowledge and/or deliver any such other instruments, such as, assignment of new marks, documents and other materials, at Assignee's expense, as may be reasonably required in order to in order to secure the rights provided for by this Agreement.

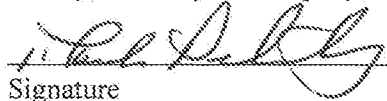
IN WITNESS WHEREOF, the parties intending to be mutually bound, have caused this Trademark Assignment to be executed as of the last date below.

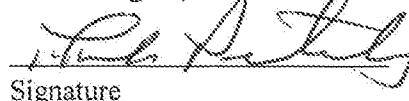
ASSIGNOR

ASSIGNEE

Duffey, Petrosky & Company, L.L.C.

Octane Digital, LLC


Signature


Signature

__Mark Petrosky_____
Printed Name

__Mark Petrosky_____
Printed Name

__President & CEO_____
Title

__Managing Member_____
Title

__10/17/2017_____
Date

__10/17/2017_____
Date

NOTARY CERTIFICATE

STATE OF MICHIGAN)

) ss:

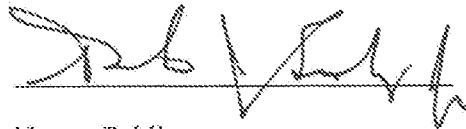
COUNTY OF OAKLAND)

On this 17th day of October, 2017

before me,

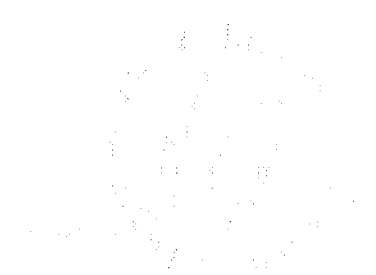
FRANK J BRADY JR, personally appeared Mark Petrosky, Managing Member of Octane Digital, LLC, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in an authorized capacity, and that by signature on the instrument the person, or the entity upon behalf of which he or she acted, executed the instrument.

WITNESS my hand and official seal.



Notary Public

FRANK J. BRADY JR.
NOTARY PUBLIC, STATE OF MI
COUNTY OF WAYNE
MY COMMISSION EXPIRES Mar 27, 2021
ACTING IN COUNTY OF OAKLAND



(Notarial Seal)

NOTARY CERTIFICATE

STATE OF MICHIGAN)

) ss:

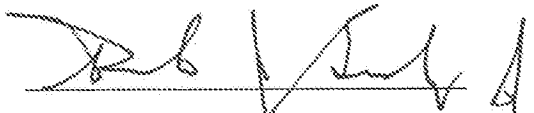
COUNTY OF WAYNE)

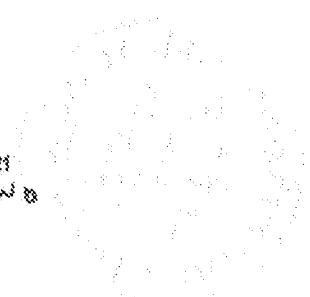
On this 17TH day of OCTOBER, 2017

before me,

FRANK J. BRADY JR., personally appeared Mark Petrosky, President and CEO of Duffey, Petrosky, & Company, L.L.C., personally known to me (or 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 or she executed the same in an authorized capacity, and that by signature on the instrument the person, or the entity upon behalf of which he or she acted, executed the instrument.

WITNESS my hand and official seal.


Notary Public
FRANK J. BRADY JR.
NOTARY PUBLIC, STATE OF MI
COUNTY OF WAYNE
MY COMMISSION EXPIRES MAR 27, 2021
ACTING IN COUNTY OF Wayne



(Notarial Seal)