

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM459253

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/01/2017

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Starfish Retention Solutions, Inc.		01/24/2018	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Hobsons, Inc.
Street Address:	50 E-Business Way
Internal Address:	Suite 300
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45242
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3551457	STARFISH
Registration Number:	4609407	START TO FINISH

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 7032885248
Email: jon@schiffirinlaw.com
Correspondent Name: Jon A. Schiffirin
Address Line 1: 8200 Greensboro Drive
Address Line 2: Suite 900
Address Line 4: McLean, VIRGINIA 22102

NAME OF SUBMITTER:	Jon A. Schiffirin
SIGNATURE:	/jonaschiffirin/
DATE SIGNED:	01/24/2018

Total Attachments: 3

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NUNC PRO TUNC
TRADEMARKS ASSIGNMENT

WHEREAS, Starfish Retention Solutions, Inc., a Delaware Corporation, having a place of business at 1901 North Ft. Myer Drive, Suite 209, Arlington, VA 22209, had adopted, used or was using the Marks as set forth in attached Schedule A, as of January 15, 2008, and February 10, 2014, and had registered these Marks in the United States Patent and Trademark Office (hereinafter referred to as the "Marks");

WHEREAS, Hobsons, Inc., an Delaware Corporation, having a place of business located at 50 E-Business Way, Suite 300, Cincinnati, Ohio 45241, desired to acquire all right, title and interest in and to the Marks, including any choses in action relating to said Marks, together with the goodwill of the business symbolized by the Marks and the registrations thereof set forth on the attached Schedule A;

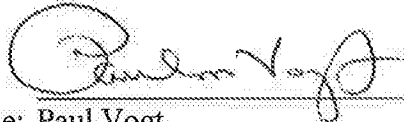
WHEREAS Starfish Retention Solutions, Inc. assigned the Marks to Hobsons, Inc. as of October 1, 2017; and

WHEREAS, it is desired that the assignment of the Marks listed on the attached Schedule A be made a matter of record in the United States Patent and TradeMarks Office.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Starfish Retention Solutions, Inc. hereby confirms that it has sold, assigned, transferred and conveyed to Hobsons, Inc., effective as of October 1, 2017, all of its right, title and interest, whether statutory or common law, in and to the aforesaid Marks, including any choses in action relating to said Marks, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said Marks rights accruing on or before the effective date of this Assignment, together with the goodwill of the business symbolized by the Marks, and including the registrations thereof as set forth on

attached Schedule A, and further, hereby covenants, agrees and undertakes to execute, whenever requested by Hobsons, Inc., all applications, assignments, lawful oaths and any other papers which Hobsons, Inc. may deem necessary or desirable for securing to Hobsons, Inc. or for maintaining for Hobsons, Inc. the Marks hereby assigned effective as of October 1, 2017, all without further compensation to Hobsons, Inc.

STARFISH RETENTION SOLUTIONS, INC.

By: 
Name: Paul Vogt
Title: Secretary

NEW YORK

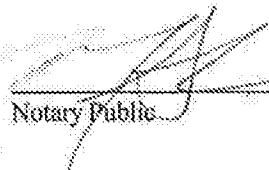
§
§ ss.
§

COUNTY OF NEW YORK

BEFORE ME, the undersigned authority, on this 24 day of JANUARY, 2018, personally appeared Paul M Vogt, personally known to me (or proven to me on the basis of satisfactory evidence) to be the person who executed the foregoing instrument as SECRETARY (Title) on behalf of Starfish Retention Solutions, the assignor therein named, and acknowledged to me that the instrument was the free deed and act of said Paul M Vogt for the purposes therein set forth and intending that this instrument be recorded.

[SEAL]

MATTHEW S. KELMAN
Notary Public, State of New York
No. 02KE6140318
Qualified in Nassau County
Commission Expires January 23, 2022


Notary Public

SCHEDULE A

Country	Registration No.	Marks
United States	3551457	STARFISH
United States	4609407	START TO FINISH