

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM478445

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lifetouch Inc.		06/18/2018	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	iMemories Inc.		
Street Address:	9160 East Del Camino Drive, Suite B1		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85258		
Entity Type:	Corporation: MINNESOTA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3452187	IMEMORIES	
Registration Number:	4450248	IMEMORIES	
Registration Number:	4490953	IMEMORIES	
Registration Number:	4530474		
CORRESPONDENCE DATA			
Fax Number:	9528265647		
<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:	952.826.4928		
Email:	tmccanna@lifetouch.com		
Correspondent Name:	Laurie Dechery		
Address Line 1:	11000 Viking Drive, 400 West		
Address Line 4:	Eden Prairie, MINNESOTA 55344		
NAME OF SUBMITTER:	Laurie Dechery		
SIGNATURE:	/lauriedechery/		
DATE SIGNED:	06/18/2018		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, Lifetouch Inc., a corporation organized under the laws of the State of Minnesota and having an office and place of business at 11000 Viking Drive, Suite 400, Eden Prairie, Minnesota 55344 (hereinafter referred to as the "ASSIGNOR"), is the record owner of the United States Trademark Registrations and European Union Trademark Registration listed on Exhibit A (collectively, the "Assigned Trademarks"); and

WHEREAS, iMemories Inc., a corporation organized under the laws of the State of Minnesota and having an office and place of business at 9160 East Del Camino Drive, Suite B1, Scottsdale, Arizona 85258 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all right, title, interest in and to the Assigned Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said ASSIGNOR does hereby irrevocably sell, assign and transfer unto the said ASSIGNEE, its successors or assigns, the entire right, title and interest in the United States and European Union in and to the Assigned Trademarks, together with the goodwill and other incidents of its business associated with or symbolized by the Assigned Trademarks, including without limitation (i) all rights of any kind whatsoever of ASSIGNOR accruing with respect to the Assigned Trademarks provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; (ii) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to the Assigned Trademarks; and (iii) any and all claims and causes of action with respect to the Assigned Trademarks, whether accruing before, on, or after the date hereof.

ASSIGNOR hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by ASSIGNEE. Following the date hereof, upon ASSIGNEE's reasonable request, ASSIGNOR shall take such steps and actions, and provide such cooperation and assistance to ASSIGNEE and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as

may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to ASSIGNEE, or any assignee or successor thereto.

Lifetouch Inc.

Date: 6/18/18

By: 

Name: Steven E. Suckow

Title: Sr. Vice President Legal and
General Counsel

iMemories Inc.

Date: 6/18/18

By: 

Name: Steve Krell

Title: President and Chief Operating Officer

EXHIBIT A

US TRADEMARKS

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
IMEMORIES	3452187	June 24, 2008
IMEMORIES	4450248	December 17, 2013
IMEMORIES	4490953	March 4, 2014
HEART DESIGN	4530474	May 13, 2014

EUROPEAN UNION TRADEMARK

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
IMEMORIES	009108374	November 2, 2010