

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM479971

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900447539		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Easy Media, LLC		01/31/2018	Limited Liability Company: OREGON
David L. Butler		01/31/2018	Individual: UNITED STATES
RECEIVING PARTY DATA			
Name:	RentPath, LLC		
Street Address:	950 E. Paces Ferry Rd.		
Internal Address:	Suite 2600		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30326		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4185684	SOCIAL MEDIA MADE EASY	
Registration Number:	4598458	REPUTATION MADE EASY	
Registration Number:	5091654	EASY MEDIA	
CORRESPONDENCE DATA			
Fax Number:	4045725134		
	<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:	404 572 4600		
Email:	trademarks@kslaw.com,vbantug@kslaw.com		
Correspondent Name:	King & Spalding LLP		
Address Line 1:	1180 Peachtree Street, NE		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	11374.100001		
NAME OF SUBMITTER:	Vicky R. Bantug		
SIGNATURE:	/Vicky R. Bantug /		
DATE SIGNED:	06/29/2018		

Total Attachments: 7

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM470644

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Easy Media, LLC		01/31/2018	Limited Liability Company: OREGON
David L. Butler		01/31/2018	Individual: UNITED STATES
RECEIVING PARTY DATA			
Name:	RentPath, LLC		
Street Address:	950 E. Paces Ferry Rd. NE2600		
Internal Address:	Suite 2600		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30326		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4185684	SOCIAL MEDIA MADE EASY	
Registration Number:	4598458	REPUTATION MADE EASY	
Registration Number:	5091654	EASY MEDIA	
CORRESPONDENCE DATA			
Fax Number:	4045725134		
<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:	404 572 4600		
Email:	trademarks@kslaw.com,vbantug@kslaw.com		
Correspondent Name:	King & Spalding LLP		
Address Line 1:	1180 Peachtree Street, NE		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	11374.100001		
NAME OF SUBMITTER:	Vicky R. Bantug		
SIGNATURE:	/Vicky R. Bantug /		
DATE SIGNED:	04/19/2018		

OP \$90.00 4185684

INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This **INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT** (this "Assignment"), dated January 31, 2018, is by and between Easy Media, LLC, an Oregon limited liability company (the "Seller"), David Butler, a natural person resident of Oregon (the "Equityholder"), and together with the Seller, "Assignors") and RentPath, LLC, a Delaware limited liability company ("Assignee") (collectively, the "Parties"). Capitalized terms used and not otherwise defined herein shall have the meanings ascribed to such terms in the Asset Purchase Agreement (the "Asset Purchase Agreement"), dated as of the date hereof, by and among the Seller, Assignee and the Equityholder.

WHEREAS, pursuant to the Asset Purchase Agreement, the Assignors have agreed to sell to the Assignee, and the Assignee has agreed to purchase from the Assignors, substantially all of the assets used or held for use by the Assignors in the conduct of the Business as a going concern, and the Assignee has agreed to assume certain of the liabilities and obligations of the Assignors, in each case on the terms and subject to the conditions set forth in the Asset Purchase Agreement;

WHEREAS, by virtue of the Asset Purchase Agreement, Assignors desire to assign to the Assignee all of Assignors' right, title, and interest in and to all Intellectual Property constituting Assets, including, but not limited to, the Intellectual Property set forth on Exhibit A hereto (collectively, the "Transferred Intellectual Property Rights"); and

WHEREAS, by virtue of the Asset Purchase Agreement, Assignee is interested in acquiring all of Assignors' right, title, and interest in and to the Transferred Intellectual Property Rights.

NOW THEREFORE, the Parties hereby agree as follows:

1. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby convey, transfer and assign to Assignee, effective as of the date hereof (the "Effective Date"), all of Assignors' right, title and interest in and to the Transferred Intellectual Property Rights, for the United States and for all other countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any other country or under international conventions and treaties, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignors if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, all goodwill (if any), all causes of action (either in law or in equity) relating thereto, and the right to sue, counterclaim, and recover damages for past, present or future infringement, dilution or other violation of the Transferred Intellectual Property Rights.

2. Assignors agree to take any and all further actions reasonably requested by Assignee in writing, including executing any additional documents and providing additional

authorizations, at Assignee's cost, as may be needed, in order to fully vest the right, title and interest being conveyed to Assignee pursuant to this Assignment.

3. Assignors agree to take all actions necessary to transfer, or have transferred, to Assignee the Domain Names listed on Exhibit A, including taking all actions necessary with the domain name registrars and filing any necessary documents to confirm, authorize and effect the transfers to Assignee. Within ten (10) Business Days of the execution of this Assignment, Assignors shall initiate the transfer of all Domain Names listed on Exhibit A with the current domain name registrar(s) and take all steps necessary so that the domain name registrar(s) may transfer and register each Domain Name in the name of the Assignee.

4. Assignors agree to take all actions necessary to transfer, or have transferred, to Assignee the Social Media Accounts listed on Exhibit A, including obtaining prior written consent of the applicable social media providers, taking all other transfer actions necessary with such social media providers, and filing any necessary documents to confirm, authorize and effect the transfers to Assignee. Within ten (10) Business Days of the execution of this Assignment, Assignors shall provide Assignee all information (including login and password) to access and take full ownership and control of the Social Media Accounts listed on Exhibit A and shall do all things necessary or desirable to facilitate the transition of such accounts for the use and benefit of Assignee.

5. Assignors hereby request the Commissioner of Trademarks to record Assignee, as assignee and owner of any and all of Assignors' right in the Trademarks listed on Exhibit A and to issue to Assignee any and all trademark registrations and service mark registrations resulting from said Trademarks, or any renewals of said registrations. Assignors agree to take all actions necessary to record an assignment of the Trademarks listed on Exhibit A with the U.S. Patent and Trademark Office.

6. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms of the Asset Purchase Agreement, the Asset Purchase Agreement will govern.

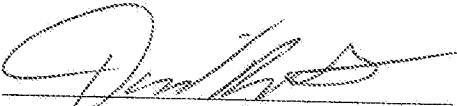
7. This Assignment may be executed in counterparts, each of which shall be deemed an original, and it shall not be necessary in making proof of this Assignment or the terms of this Assignment to produce or account for more than one of such counterparts. Delivery of an executed counterpart of a signature page to this Assignment by other electronic imaging means, including email transmission by PDF, shall be effective as delivery of a manually executed counterpart to this Assignment.

8. This Assignment shall be governed by and construed and enforced in accordance with the internal Laws of the State of Delaware (regardless of the Laws that might otherwise govern under applicable principles of conflicts of laws thereof).

[signature page follows]

IN WITNESS WHEREOF, the Parties have entered into this Assignment as of the Effective Date.


Easy Media, LLC

By: 
Name: David Butler
Title: CEO
Dated: January 31, 2018

RentPath, LLC

By: _____
Name: _____
Title: _____
Dated: _____

David Butler


Dated: January 31, 2018

[Signature Page to Intellectual Property Assignment Agreement]

TRADEMARK
REEL: 006367 FRAME: 0201

IN WITNESS WHEREOF, the Parties have entered into this Assignment as of the Effective Date.

Easy Media, LLC

By: _____

Name: _____

Title: _____

Dated: _____

RentPath, LLC

By: David C Bell

Name: David C. Bell

Title: Chief Strategy Officer

Dated: 1/31/18

David Butler

Dated: _____

[Signature Page to Intellectual Property Assignment Agreement]

EXHIBIT A

Transferred Intellectual Property Rights

All (i) patents and patent applications; (ii) copyrights, original works of authorship, copyright registrations and copyright applications; (iii) trademarks, trade names, service marks, service names, and registrations for and applications to register trademarks and service marks (collectively, the “Trademarks”); (iv) registered domain names (the “Domain Names”); (v) social media identifiers, tags, profiles and accounts (collectively, the “Social Media Accounts”); (vi) trade secrets and confidential information, methods, know-how, Software (including web sites), Information Technology, technical documentation, processes, procedures, inventions, key performance indicator and productivity tracking processes, technology, research records, databases and data, designs, templates, plans, drawings, manufacturing know-how and formulas, whether patentable or unpatentable; and (vii) all other intellectual or proprietary rights, including all goodwill related thereto.

The Trademarks include, but are not limited to:

EasyMedia
Social Media Made Easy
Reputation Made Easy
+AdBoost

U.S. Trademark Registration No. 5091654, issued November 29, 2016, for the mark “EASYMEDIA,” designating David L. Butler as registrant.

U.S. Trademark Registration No. 4185684, issued August 7, 2012, for the mark “SOCIAL MEDIA MADE EASY,” designating David L. Butler as registrant.

U.S. Trademark Registration No. 4598458, issued September 2, 2014, for the mark “REPUTATION MADE EASY,” designating David L. Butler as registrant.

The Domain Names include, but are not limited to the following, registered by David Butler:

easymedia.us
easymedia.co
easymediabusiness.us
reputationmadeeasy.us
reputationmadeeasy.com
smmeasy.com
socialmediamadeeasy.us

The Social Media Accounts include, but are not limited to:

Facebook: <https://www.facebook.com/EasyMediaTM>

Instagram: https://www.instagram.com/easy_media/

Twitter: <https://twitter.com/easymediatm>

Google+: <https://plus.google.com/+easymediatm>

Linkedin: <https://www.linkedin.com/company/2923052/>

Snapchat