

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM469840

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UBMobile, Inc.	FORMERLY 77Looks, Inc.	04/11/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Critical Mix Inc.		
Street Address:	53 Riverside Avenue		
City:	Westport		
State/Country:	CONNECTICUT		
Postal Code:	06880		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	86775801	LIFETAP	
Serial Number:	86782615	LIFETAP	
Serial Number:	86782610		
CORRESPONDENCE DATA			
Fax Number:	8604158144		
<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:	8604154430		
Email:	marcus.wilkinson@fisherbroyles.com		
Correspondent Name:	Marcus Wilkinson		
Address Line 1:	69 Lake Ridge Drive		
Address Line 4:	Marlborough, CONNECTICUT 06447		
NAME OF SUBMITTER:	Marcus Wilkinson		
SIGNATURE:	/Marcus Wilkinson/		
DATE SIGNED:	04/13/2018		
Total Attachments: 5			
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OP \$90.00 86775801

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This Intellectual Property Assignment Agreement ("*IP Assignment*") is made as of April 11, 2018, between CRITICAL MIX, INC., a Delaware corporation ("*Buyer*"), and URMOBILE, INC., a Delaware corporation ("*Seller*"), pursuant to that certain Asset Purchase Agreement, dated as of the date hereof (the "*Purchase Agreement*"), between Buyer and Seller. Unless otherwise defined herein, all capitalized terms used herein shall have the meaning set forth in the Purchase Agreement.

WHEREAS, under the terms of the Purchase Agreement, Seller has agreed to convey, transfer and assign to Buyer, among other assets, certain intellectual property of Seller, and has agreed to execute and deliver this IP Assignment;

NOW THEREFORE, the parties agree as follows:

1. Assignment. Seller, for good and valuable consideration, as set forth in the Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged and agreed, hereby grant, bargain, sell, convey, assign, release, transfer and deliver to Buyer, its successors and assigns, absolutely to have and to hold the same forever, all of Seller's right, title and interest in and to the Intellectual Property included in the Acquired Assets, including without limitation Seller's rights to the trade names "URMobile" and "LifeTap" and all variations thereof (the "*Assigned IP*"), and the other Intellectual Property listed on Exhibit A hereto, and Buyer hereby accepts, all of Seller's right, title and interest in and to the Assigned IP.

2. Reproduction and Further Actions. Following the date hereof, upon Buyer's reasonable request, Seller shall take such steps and actions, and provide such reasonable cooperation and assistance to Buyer 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 IP to Buyer, or any assignee or successor thereto.

3. Terms of the Purchase Agreement. The parties hereto acknowledge and agree that this IP Assignment is entered into pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned IP. The representations, warranties, covenants, agreements and indemnities contained in the Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.

4. Incorporation by Reference. The provisions of Article XI of the Purchase Agreement shall apply to this IP Assignment *mutatis mutandis*.

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IN WITNESS WHEREOF, the parties have duly executed and delivered this IP Assignment as of the date first above written.

BUYER:

CRITICAL MIX, INC.

DocuSigned by:
Hugh Davis
By: _____
Name: Hugh Davis
Title: Co-CEO

DocuSigned by:
Keith Price
By: _____
Name: Keith Price
Title: Co-CEO

SELLER:

UBMOBILE, INC.

DocuSigned by:
Craig Stevens
By: _____
Name: Craig Stevens
Title: CEO

Exhibit A

Intellectual Property

LIFETAP TRADEMARK REGISTRATIONS FOR CLASSES 9, 35, & 42:

SERIAL NUMBERS: 86/775801 (LIFETAP)
 86/782615 (LIFETAP WORD DESIGN)
 86/782610 (LIFETAP FAUCET DESIGN)

UBM IP / Asset List

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System Name	Description	UBM Products	Languages / Platforms
ub-mobile/portal	Portal	* Portal	JS / Angular 5
ub-mobile/lifetap-middleware	Takes care of routing API requests from the different LifeTap flavors to the correct API	* LifeTap	PHP / Symfony 3.3
ub-mobile/lifetap4-api	LifeTap 4 REST API, tasks API, slackbot API and CMS API	* LifeTap	PHP / Symfony 3.3
ub-mobile/surveys-middleware	Middle-ware that connects LIME with PORTAL	* Portal * GBS	PHP / Silex
ub-mobile/portal-middleware	Middle-ware that connects PORTAL with MongoDB	* PHP * Portal	PHP / Symfony 2.3
ub-mobile/bip	MongoDB Base app	* PHP	PHP / Symfony 3.3
ub-mobile/lifetap4-android	LifeTap for Android	* LifeTap	JAVA
ub-mobile/lifetap4-cms	LifeTap CMS client	* LifeTap	JS / Angular 5
ub-mobile/surveys		* GBS	PHP / Lime
ub-mobile/lifetap4-ios	LifeTap for iOS	* LifeTap	Swift
ub-mobile/lifetap4-webapp	LifeTap WebApp	* LifeTap	JS / Angular 1
ub-mobile/proc-v4	Calculation Services	* Portal * LifeTap * AMP	PHP / Symfony 3.3
ub-mobile/symfony-helper	Functions shared by our multiple systems	* Portal * AMP * LifeTap	PHP / Symfony 3.3
ub-mobile/proc	Old calculation services	* Archived	PHP, BASH scripts
ub-mobile/lifetap4-cms-mw	Old CMS API	* Archived	PHP
ub-mobile/b2bwp	Our B2B WP website	*	PHP / WP
ub-mobile/slackchatbot	Slack UBMBot	* LifeTap * Reporting	Node
ub-mobile/cms	Old CMS	* Archived	PHP / Symfony 2
ub-mobile/LifeTap-iOS	Old iOS LifeTap	* Archived	Objective-C
ub-mobile/ubmobile-network	Old LifeTap API (v3)	* Archived	PHP / Symfony 2
ub-mobile/media	Media (video/images) middle-ware used by our systems to process video and publish in CDN	* Portal * GBS * LifeTap	PHP, BASH scripts
ub-mobile/router	The sample manager	* Portal	PHP / Symfony 2

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ub-mobile/surveywizard	Survey wizard proof of concept	Archived	JS / Angular 4
ub-mobile/LifeTap-Android	Old Android LifeTap	Archived	Java
ub-mobile/LifeTap-HTML5	Old LifeTap Webapp	Archived	Objective-C
ub-mobile/LifeTapAutomatedTests	Automated tests	Portal Reporting LifeTap CBS AMP PIP	PHP / Codeception
ub-mobile/b2bwebsite	old website	Archived	HTML
ub-mobile/b2cwebsite	another old website	Archived	HTML
ub-mobile/utmobile-iphone-app	first UEM iOS app (77looks and friends)	Archived	Objective-C
ub-mobile/utmobile-server	API and CMS for first UEM iOS app	Archived	PHP / Symfony 1.4

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Domains			
URL	Description	Platform	Notes
ubmobile.com	B2B Website	Wordpress	Renews on 5/15/2018
lifetap.com	LifeTap in a browser based environment	Angular2	Angular Needs to be updated to match rest of systems. Renews on 7/30/2018
gesturebasedsurveys.com	Redirect Only	*	Renews on 6/8/2018
gesturebasedsurveys.com	Redirect Only	*	Renews on 6/8/2018
gesturebasedsurveys.com	Redirect Only	*	Renews on 6/8/2018
lifetap.co	Redirect Only	*	Renews on 12/17/2018
lifetap.global	Redirect Only	*	Renews on 12/18/2018
lifetap.media	Redirect Only	*	Renews on 3/12/2019
lifetap.mobi	Redirect Only	*	Renews on 12/18/2018
lifetap.network	Redirect Only	*	Renews on 3/13/2019
lifetap.tv	Redirect Only	*	Renews on 3/12/2019
lifetap.us	Redirect Only	*	Renews on 3/12/2019
lifetapinc.com	Redirect Only	*	Renews on 7/30/2018
lifetaprewards.com	Redirect Only	*	Renews on 4/8/2018
mobilediscovery.net	Redirect Only	*	Renews on 11/22/2018
reveal-insights.com	Redirect Only	*	Renews on 3/24/2018