

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM486237

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Atavist Inc.		08/10/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Automattic, Inc.		
Street Address:	60 29th Street, #343		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94110		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	85690934	ATAVIST	
Serial Number:	85691103	THE ATAVIST	
Serial Number:	85693111	WHERE STORIES BEGIN	
Serial Number:	85949328	CREATAVIST	
Serial Number:	86666715	A	
CORRESPONDENCE DATA			
Fax Number:	2024033030		
<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:	2022986002		
Email:	ldunner@dunnerlaw.com		
Correspondent Name:	Lisa A. Dunner		
Address Line 1:	3243 P Street, N.W.		
Address Line 4:	Washington, D.C. 20007		
NAME OF SUBMITTER:	Brian D. Brown		
SIGNATURE:	/Brian D. Brown/		
DATE SIGNED:	08/15/2018		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of August 10, 2018 (the Effective Date”) between Atavist Inc. and Automattic, Inc.

WHEREAS Atavist Inc., a Delaware Corporation having a principal place of business at 68 Jay Street, Suite 422, Brooklyn, New York 11201 (“Assignor”), owns, has used, is using, and has registered in the United States the trademarks set forth in the accompany Schedule A (the “Marks”);

WHEREAS Automattic, Inc., a Delaware Corporation having a principal place of business at 60 29th Street, #343 San Francisco, California 94110, is desirous of acquiring said Marks, along with the goodwill of the business symbolized by the Marks (the “Goodwill”); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks in the United States, along with the Goodwill associated therewith.

IN WITNESS WHEREOF, Assignor has caused this assignment to be executed in full accordance with the laws of California.

Signed as of the Effective Date.


ATAVIST, INC. (ASSIGNOR)

By  _____
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Name Stuart West

Title Director

Date: August 10, 2018

Mark	Country	Application Number	Filing Date	Registration Number	Registration Date	Owner of Record
ATAVIST	U.S.	85/690,934	07/31/2012	4,327,406	04/30/2013	Atavist Inc.
THE ATAVIST	U.S.	85/691,103	07/31/2012	4,327,409	04/30/2013	Atavist Inc.
WHERE STORIES BEGIN	U.S.	85/693,111	08/01/2012	4,308,977	03/26/2013	Atavist Inc.
CREATAVIST	U.S.	85/949,328	06/03/2013	4,504,449	04/01/2014	Atavist Inc.
	U.S.	86/666,715	06/18/2015	4,931,337	04/05/2016	Atavist Inc.

U.S. Registration No. 4,327,406 identifies “multimedia publishing of books, magazines, journals, software, games, music, and electronic publications; providing on-line publications in the nature of an e-book in the field of journalism; publishing of books, e-books, audio books, music and illustrations; publishing of electronic publications,” in class 041 and “providing a web-based service featuring technology that enables users to manage the production and publication of electronic books (e-books) and related digital content and offer them for sale to the general public” in class 42.

U.S. Registration No. 4,327,409 identifies “multimedia publishing of books, magazines, journals, software, games, music, and electronic publications; providing on-line magazines in the field of nonfiction; providing on-line publications in the nature of an e-book in the field of nonfiction; publication of electronic magazines; publishing of books, e-books, audio books, music and illustrations; publishing of electronic publications” in class 41.

U.S. Registration No. 4,308,977 identifies “providing a web-based service featuring technology that enables users to manage the production and publication of electronic books (e-books) and related digital content and offer them for sale to the general public” in class 42.

U.S. Registration No. 4,504,449 identifies “multimedia publishing of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, and promotional materials; providing on-line non-downloadable publications in the nature of books, e-books, magazines, journals, electronic games, electronic publications, namely, web pages, leaflets, newsletters, illustrations, and press books all in the field of journalism, fiction, non-fiction, and memoir; entertainment services, namely, providing non-downloadable prerecorded music” in class 41 and “providing a web-based service featuring technology that enables users to manage the production and publication of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, promotional materials and related digital content and offer them for sale to the general public; computer services, namely, platform as a service (paas) featuring computer software platforms for publishing, sharing, and selling of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, promotional materials and related digital content; providing temporary use of on-line non-downloadable software and applications for publishing, sharing, and selling of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, promotional materials and related digital content; providing online non-

downloadable computer software and computer application software for the purpose of publishing, sharing, and selling of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, promotional materials and related digital content” in class 42.

U.S. Registration No. 4,931,337 identifies “multimedia publishing of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, and apps; providing on-line non-downloadable series of books and e-books in the field of journalism and memoir; providing on-line non-downloadable electronic publications in the nature of magazines, journals, leaflets, newsletters, illustrations, and press books all in the field of journalism and memoir; providing on-line non-downloadable series of fiction books and e-books; providing on-line non-downloadable electronic publications in the nature of magazines, journals, leaflets, newsletters, and illustrations featuring fiction stories; providing on-line non-downloadable series of non-fiction books and e-books in the field of journalism and memoir; providing on-line non-downloadable electronic publications in the nature of non-fiction magazines, journals, leaflets, newsletters, illustrations, and press books all in the field of journalism and memoir; providing on-line non-downloadable electronic games involving journalism, fiction, non-fiction, and memoir; providing a website featuring information in the field of journalism; entertainment services, namely, providing on-line non-downloadable prerecorded music” in class 41 and “providing a web-based service featuring technology that enables users to manage the production and publication of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, promotional materials and related digital content and offer them for sale to the general public; computer services, namely, platform as a service (paas) featuring computer software platforms for publishing, sharing, and selling of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, promotional materials and related digital content; providing temporary use of on-line non-downloadable software and applications for publishing, sharing, and selling of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, promotional materials and related digital content; providing online non-downloadable computer software and computer application software for the purpose of publishing, sharing, and selling of books, e-books, magazines, journals, software, games, music, electronic publications, web pages, leaflets, newsletters, illustrations, press books, apps, promotional materials and related digital content” in class 42.