

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM487613

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ePossibilities (UK) LLP		08/23/2018	Limited Liability Partnership: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Brandview Limited		
Street Address:	The Blade, Abbey Square		
City:	Reading, Berkshire		
State/Country:	UNITED KINGDOM		
Postal Code:	RG13BE		
Entity Type:	Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4711880	BRANDVIEW	
Registration Number:	4119038	BRANDVIEW	
CORRESPONDENCE DATA			
Fax Number:			
<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:	816-753-1000		
Email:	jwillard@polsinelli.com		
Correspondent Name:	Melvin J. Sims		
Address Line 1:	900 W. 48th Place, Suite 900		
Address Line 4:	Kansas City, MISSOURI 64112		
ATTORNEY DOCKET NUMBER:	072817-481198		
NAME OF SUBMITTER:	Melvin J. Sims		
SIGNATURE:	/Melvin J. Sims/		
DATE SIGNED:	08/27/2018		
Total Attachments: 3			
source=Executed Assignment#page1.tif			
source=Executed Assignment#page2.tif			
source=Executed Assignment#page3.tif			

CH \$65.00 4711880

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Trademark Assignment**”) is made, entered into and effective as of this 23 August, 2018 (“the “**Effective Date**”), by **ePossibilities (UK) LLP**, a limited liability partnership organized under the laws of the United Kingdom (“**Assignor**”) and **Brandview Limited**, a company organized under the laws of the United Kingdom and having a principal place of business at The Blade, Abbey Square, Reading, Berkshire, RG1 3BE (“**Assignee**”).

WHEREAS, the Assignor has agreed to assign to Assignee all of its right, title and interest in, and to execute this Trademark Assignment to enable Assignee to record the assignment of, all of the Assignor’s right, title and interest in and to the trademarks set forth on **Schedule 1** hereto (the “**Trademark(s)**”), the associated registration and renewals, all goodwill associated therewith, and all other rights, if any, in the Trademarks throughout the world (the “**Trademarks and Related Rights**”).

NOW, THEREFORE, in consideration of the foregoing and the respective representations, warranties, covenants, agreements and conditions set forth herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, each party hereto hereby agrees as follows:

1. **Assignment.** The Assignor hereby irrevocably conveys, transfers and assigns to Assignee as of the Effective Date, and Assignee hereby accepts, any and all right, title and interest of the Assignor in and to the Trademarks and Related Rights, including the right to sue and recover (for the sole use and benefit of Assignee and its successors, assigns or other legal representatives) damages for past, present and future infringement, misappropriation, dilution or other violation thereof or damage thereto, if any, in each case free and clear of all mortgages, pledges, ownership interests, security interests, liens, reservations and contract rights of third parties. Assignee is to hold all right, title and interest in and to the Trademark(s) and Related Rights as fully and exclusively as they would have been held and enjoyed by the Assignor had the assignment in this Section 1 not been made.

2. **Authorization.** The Assignor authorizes and requests Assignee to request the USPTO to record Assignee as Assignee or transferee of the Trademark(s) and shall, promptly upon presentation to the Assignor by Assignee, execute, or procure the execution of, such transfer documents and provide such information as required by the USPTO, and the Assignor hereby covenants that the Assignor has full right to convey its entire interest herein assigned, and that the Assignor has not executed, and will not execute, any agreements in conflict herewith.

3. **Further Assurances.** Each party hereto shall, from time to time and at all times hereafter, upon the request of the other party hereto, do, execute, acknowledge and deliver or cause to be done, executed, acknowledged and delivered all such further Assignees, deeds, assignments, transfers, conveyances, powers of attorney and assurances as may be required to carry out the intent of this Trademark Assignment. Assignor agrees to take whatever further action deemed reasonably necessary or appropriate by Assignee to properly and fully effect, perfect and enforce the transfer to Assignee of the Trademark(s) and Related Rights, to establish full custody of, and good, valid and marketable title to, the Trademark(s) and Related Rights by Assignee, and to exercise and enforce Assignee’s right and title to, and interest in, the Trademark(s) and Related Rights. For example, without limitation, Assignor agrees to execute any additional documents or agreements as may be reasonably necessary and provide to Assignee and the USPTO all information necessary to affect such transfer. Assignor shall cease any and all use of the Trademark(s) and Related Rights, except as may be expressly authorized by Assignee in a signed writing. Assignor shall not register, license, transfer, own or otherwise use any Trademark or mark confusingly similar to the Trademarks.

SCHEDULE 1

TRADEMARKS

Mark	Country	Application No.	Filing Date	Registration No.	Registration Date
BRANDVIEW	United States	86359804	August 7, 2014	4711880	March 31, 2015
BRANDVIEW	United States	77946154	February 26, 2010	4119038	March 27, 2012