

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM489588

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE UPSIDE COMMERCE GROUP, LLC		11/01/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	The Upside Travel Company		
Street Address:	One Thomas Circle		
Internal Address:	8th Floor		
City:	Washington		
State/Country:	D.C.		
Postal Code:	20005		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5481993	IT'S ALL ABOUT THE UPSIDE.	
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:	2122200900		
Email:	jrfriedman@litproplaw.com, trademarks@canopyparalegal.com		
Correspondent Name:	Jessica R. Friedman		
Address Line 1:	6 East 39 Street		
Address Line 2:	6th Floor		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Jessica R. Friedman		
SIGNATURE:	/draft/		
DATE SIGNED:	09/11/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This assignment is entered into as of November 1, 2017 (the “Effective Date”), by and between The Upside Commerce Group, LLC, a Delaware limited liability with a business address at High Ridge Park, Stamford, CT 069055 (“Assignor”) and The Upside Travel Company, LLC a Delaware limited liability company with a business address at One Thomas Circle, 8th Floor, Washington, DC 20005 (“Assignee”).

RECITALS

1. Assignor owns the U.S. trademarks (the “Trademarks”) and the registrations and applications (collectively, the “Trademark Registrations”) listed on Schedule A (the “Trademarks”).

2. Assignee has succeeded Assignor as owner of the ongoing and existing business to which the Trademarks pertain, which is the business of providing travel agency services, namely, making reservations and bookings for transportation and reservation of hotel rooms for travelers (the “Business”).

3. In consideration of Assignee’s assuming the obligations of the Business, Assignor now wishes to assign to Assignee, and Assignee now wishes to assume, the Trademarks, the Trademark Registrations, and the goodwill of the Business.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby assigns to Assignee, and Assignee hereby assumes, all of Assignor’s right, title, and interest in and to the Trademarks, the Trademark Registrations, and the goodwill of the Business, and the right to sue for damages and other remedies on account of any infringement of the Trademark that may have occurred prior to the date of this Assignment.

2. Assignor further agrees to execute any documents and take any action that may be required to confirm or perfect Assignee’s right, title and interest in the Trademarks, the goodwill of the Business and the Trademark Registrations. Assignee agrees to execute any documents and take any action as may be reasonably necessary or desirable, in connection with Assignee’s assumption of Assignor’s rights in the Trademarks and the Trademark Registrations.

THE UPSIDE COMMERCE GROUP, LLC

THE UPSIDE TRAVEL COMPANY, LLC

DS
W

DocuSigned by:
T. Scott Case
By: _____
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Scott Case, President

DocuSigned by:
T. Scott Case
By: _____
C7E83FE1F3F84F2...
Scott Case, President

SCHEDULE A

Trademarks and Trademark Registrations

Trademark

Registration/Application Number

IT'S ALL ABOUT THE UPSIDE!

5481993