

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM499893

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jackrabbit Systems, Inc.		10/19/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Simpleview Jackrabbit, LLC		
Street Address:	8950 North Oracle Road		
City:	Tucson		
State/Country:	CALIFORNIA		
Postal Code:	85704		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3619052	BOOK DIRECT	
CORRESPONDENCE DATA			
Fax Number:	9497254100		
<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:	9497254043		
Email:	amina@sycr.com		
Correspondent Name:	Arnold V. Mina		
Address Line 1:	Stradling Yocca Carlson & Rauth, P.C.		
Address Line 2:	660 NEWPORT CENTER DRIVE, SUITE 1600		
Address Line 4:	Newport Beach, CALIFORNIA 92660		
ATTORNEY DOCKET NUMBER:	105385-0001		
NAME OF SUBMITTER:	Arnold Mina		
SIGNATURE:	/Arnold Mina/		
DATE SIGNED:	11/28/2018		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This ASSIGNMENT (the "Assignment") is made effective as of the 19th day of October, 2018 (the "Effective Date"), by and between Jackrabbit Systems, Inc., a Delaware corporation ("*Assignor*"), and simpleview Jackrabbit, LLC, a Delaware limited liability company, having its principal office or place of business at 8950 North Oracle Road, Tucson, Arizona 85704 ("*Assignee*").

WHEREAS, Assignor is the record owner of certain U.S. trademarks set forth on Schedule A attached hereto and made a part hereof, including all common law rights thereto (the "*Trademark*"), and the goodwill of the business symbolized thereby (together with the Trademark, the "*Assigned Property*").

WHEREAS, Assignor agrees to assign their entire right, title and interest in and to the Assigned Property to Assignee; and

WHEREAS, Assignee agrees to acquire Assignor's entire right, title and interest in and to the Assigned Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Assignor is the sole and exclusive owner of the entire and unencumbered right, title and interest in and to the Assigned Property, free and clear of any liens, charges and encumbrances, including, without limitation, licenses and covenants by Assignors not to sue third persons, and Assignor hereby assigns to Assignee, its successors and assigns, their entire right, title and interest in and to the Trademark, and all rights and privileges pertaining to said Trademark in conformance with 15 U.S.C. §1060; 37 C.F.R. §3.16, together with the goodwill of the business symbolized by the Trademark, including all income, royalties, damages, and payments now or hereafter due or receivable in respect of the Trademark, and all causes of action (either in law or equity) and the right to sue, counterclaim, and recover for past, present, and future infringements, misappropriations, or dilutions of the rights assigned to Assignee hereunder, and all rights corresponding thereto throughout the world.

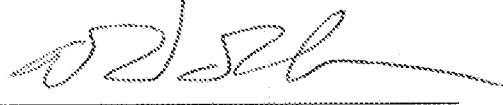
2. The Trademark is subsisting and has not been adjudged invalid or unenforceable, in whole or in part.

3. And for the above-named consideration, Assignor does hereby agree to, at the request of the Assignee, execute any and all papers and documents and do all other and further lawful acts that the Assignee may deem necessary or desirable to perfect and vest in the Assignee the entire right, title and interest in the intellectual property being assigned.

SIGNATURE PAGE FOLLOWS

ASSIGNOR:

Jackrabbit Systems, Inc.

By: 

Printed Name: Andrew Van Luchene

Title: President

[Signature Page to Assignment of Trademark No: 3,619,052]

SCHEDULE A

TRADEMARK

Country	Mark	Reg. No.
US	BOOKDIRECT Logo	U.S. Reg. No. 3,619,052

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