

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM509013

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Chicago City Moms Inc. dba Bump Club and Beyond		01/01/2019	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Advantage Sales & Marketing LLC		
Street Address:	18100 Von Karman Avenue		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92612		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3996716	BUMP CLUB	
Registration Number:	4084896	BUMP CLUB AND BEYOND	
CORRESPONDENCE DATA			
Fax Number:	6027343750		
<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:	6022625311		
Email:	PTO@LRRRC.COM		
Correspondent Name:	Jennifer A. Van Kirk		
Address Line 1:	201 East Washington Street		
Address Line 2:	Suite 1200		
Address Line 4:	Phoenix, ARIZONA 85004		
NAME OF SUBMITTER:	JENNHIFER A. VAN KIRK		
SIGNATURE:	/JENNIFER A. VAN KIRK/		
DATE SIGNED:	02/06/2019		
Total Attachments: 5			
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TRADEMARK, TRADE NAME AND DOMAIN NAME ASSIGNMENT AGREEMENT

This TRADEMARK, TRADE NAME AND DOMAIN NAME ASSIGNMENT AGREEMENT (this "Assignment"), dated as of January 1, 2019, is made and entered into by and between Advantage Sales & Marketing LLC, a California limited liability company ("Buyer"), and Chicago City Moms Inc. d/b/a Bump Club and Beyond, an Illinois corporation ("Seller"), pursuant to that certain Asset Purchase Agreement, dated January 1, 2019 (the "Purchase Agreement"), by and among Buyer, Seller and the Beneficial Owner party thereto. Seller and Buyer hereby agree as follows:

1. Definitions. Capitalized terms used but not otherwise defined in this Assignment have the meanings set forth in the Purchase Agreement. In addition to terms defined elsewhere in this Assignment or in the Purchase Agreement, the following terms will have the following specified meanings:

"Domain Name" or "Domain Names" means the domain names listed on the attached Schedule A.

"Trademarks" means any trademark, service mark, logo, logotype, design, image, graphic, artwork, word, trade dress, identifier of any of the foregoing and any other indicia of source or origin of an entity or product, including, without limitation, the trademarks and associated design images listed on the attached Schedule A.

"Trade Name" or "Trade Names" means the trade names listed on the attached Schedule A.

"Seller Web Sites" means the Web site located at <http://www.bumpclubandbeyond.com>, the BCB VIP mobile app, and all Web sites located at all Domain Names together with all urls owned and/or controlled by Seller and listed on Schedule A.

"Seller Web Site Content" means the aspects of the domain located at any Seller Web Site that may be perceived by the person accessing the Seller Web Sites and/or that constitute the underlying code or programming infrastructure. Seller Web Site Content includes but is not limited to artwork, sound, graphic files, music files, user interface, logos, data, software, tools, text and other materials on a Seller Web Site and the Trademarks used in connection with a Seller Web Site. Seller Web Site Content also includes any code used to create any element of the Seller Web Site Content.

"Social Media Sites" means the social media pages and accounts listed on Schedule A, inclusive of all Seller Web Site Content located at such pages and through such accounts.

2. Trademark Assignment. Effective at the Closing, Seller hereby irrevocably assigns, transfers and contributes to Buyer, all of Seller's right, title and interest in and to the Trademarks together with any and all goodwill associated with the Trademarks.

3. Trade Name Assignment. Effective at the Closing, Seller hereby irrevocably assigns, transfers and contributes to Buyer, all of Seller's right, title and interest in and to the Trade Names together with any and all goodwill associated with the Trade Names.

4. Domain Name Assignment. Effective at the Closing, Seller hereby irrevocably assigns, transfers and contributes to Buyer, all of Seller's right, title and interest in and to the registrations of the Domain Names together with any related trademarks, service marks, copyrights, trade names, and other intellectual property rights to the Domain Names, whether such rights are registered or not, and all rights

of priority therein, and the right to recover for damages and profits and all other remedies for past infringements thereof; and any and all goodwill associated with the Domain Names.

5. Registrar Procedures. Seller will take all steps required by the current procedures promulgated by the registrars that are responsible for the transfer of the registrations of the Domain Names, to transfer the registrations of the Domain Names to Buyer, by completing the required forms and any other required actions to effect the transfer of the registrations of the Domain Names to Buyer. Within ten (10) Business Days of the Closing, Seller will initiate the transfer of the Domain Names to Buyer. At and after the date hereof, Seller will, without further consideration, provide such other information and execute such documents as may be necessary or appropriate to accomplish the transfer of the registrations of the Domain Names upon Buyer's reasonable request.

6. Seller Web Site Content and Social Media Sites Assignment. Effective at the Closing, Seller hereby irrevocably assigns, transfers and contributes to Buyer, all of their right, title and interest in and to any Seller Web Site Content and the Social Media Sites, together with any related trademarks, service marks, copyrights, trade names, and other intellectual property rights in or to the Seller Web Site Content, whether such rights are registered or not, and all rights of priority therein, and the right to recover for damages and profits and all other remedies for past infringements thereof, and any and all goodwill associated with the Seller Web Site Content.

7. Additional Actions. At any time after the date of this Assignment, at Buyer's request and expense, Seller will execute and deliver to Buyer such other instruments and documents, and take such other actions as Buyer may reasonably deem necessary or desirable to effect, evidence, record and perfect the transfer and assignment contemplated by this Assignment, including, but not limited to providing Buyer with the user name and passwords for the Social Media Sites.

8. Successors and Assigns. This Assignment will be fully binding upon, inure to the benefit of and be enforceable by the parties and their respective successors and assigns.

9. Entire Agreement. This Assignment and the Purchase Agreement, together with the documents referenced herein and therein, and the attached Schedule A constitute the entire agreement, and supersede any and all prior agreements, whether written or oral, with regard to the Trademarks, Trade Names, Domain Names, Social Media Sites and the Seller Web Site Content. No amendment, modification or waiver of any of the provisions of this Assignment will be valid unless set forth in a written instrument signed by the party to be bound. This Agreement is subject to the Purchase Agreement and incorporates all of the terms and conditions of the Purchase Agreement. In the event of a conflict between the terms and conditions of this Agreement and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall govern, supersede and prevail. An executed copy of this Assignment may be delivered by means of a facsimile machine or other electronic transmission (including .pdf., .tif, .gif, .jpeg or similar attachment to electronic mail files), and shall be treated in all manner and respects and for all purposes as an original agreement or instrument and shall be considered to have the same binding legal effect as if it were the original signed version thereof delivered in person. Neither Seller nor any party claiming through Seller shall raise the use of a facsimile machine or other electronic transmission to deliver a signature or the fact that any signature or agreement or instrument was transmitted or communicated through the use of a facsimile machine or other electronic transmission as a defense to the formation or enforceability of a contract and Seller forever waives any such defense.

[Signature pages follow.]

IN WITNESS WHEREOF, the Parties have executed this Assignment as of the date first above written.

BUYER:

Advantage Sales & Marketing LLC

By: RAH

Name: Robert Murray

Its: Treasurer

SELLER:

Chicago City Moms Inc.

By: _____

Name: _____

Its: _____

IN WITNESS WHEREOF, the Parties have executed this Assignment as of the date first above written.

BUYER:

Advantage Sales & Marketing LLC

By: _____

Name: _____

Its: _____

SELLER:

Chicago City Maps Inc.

By:  _____

Name: LINDSAY S. PINCHUK

Its: PRESIDENT

[Signature Page to Trademark, Trade Name and Domain Name Assignment Agreement]

TRADEMARK

REF: 000552 FRAME: 0070

SCHEDULE A

Domain Names:

3amfeedingclub.com
bestofbumpclub.com
bestofbumpclubandbeyond.com
bumpclub.biz
bumpclub.co
bumpclub.info
bumpclub.me
bumpclub.mobi
bumpclub.net
bumpclub.org
bumpclub.us
bumpclubatlanta.com
bumpclubaustin.com
bumpclubboston.com
bumpclubchicago.com
bumpclubdallas.com
bumpclubdetroit.com
bumpclubla.com
bumpclubminneapolis.com
bumpclubphiladelphia.com
bumpclubphoenix.com
bumpclubsanfran.com
bumpclubseattle.com
bumpclubtoronto.com
bumpclubtwincities.com
chicagocitymoms.com
thebumpclubchicago.com

Trademarks:

Bump Club and Beyond – USPTO Reg No. 4,084,896; Registration Date: January 10, 2012
Bump Club – USPTO Reg. No. 3,996,716; Registration Date: July 19, 2011

Tradenames:

Bump Club & Beyond
Bump Club Chicago

Social Media Sites:

<http://www.facebook.com/bumpclubandbeyond>, including all local Facebook group pages
<http://www.instagram.com/bumpclubandbeyond>
<http://www.twitter.com/bumpclubbeyond>
<https://www.pinterest.com/bumpclubandbeyond/>
<https://www.facebook.com/Gearapalooza/>
<http://www.instagram.com/gearapalooza>
<https://twitter.com/bcbgearapalooza>