

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM512128

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Axel Ltd. Co.		02/28/2019	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	MoNa Mobile Nations LLC		
Street Address:	360 Central Avenue, Suite 800		
City:	St. Petersburg		
State/Country:	FLORIDA		
Postal Code:	33701		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	4742158	CONNECTEDLY	
Serial Number:	88183710	CORDCUTTERS	
Registration Number:	5337135	GAMESTASH	
Registration Number:	4205095	IMORE	
Registration Number:	4722533	IMORE	
Registration Number:	4436543	MOBILE NATIONS	
Registration Number:	4763114	MOBILE NATIONS	
Registration Number:	4590965	MOBILE NATIONS	
Serial Number:	88183679	MODERN DAD	
Serial Number:	88183641	MODERN DAD	
Registration Number:	5393922	MR. MOBILE	
Serial Number:	88183689	SHOULD I BUY	
Serial Number:	88183702	SHOULD I BUY	
Registration Number:	5326248	THRIFTER	
Registration Number:	4833940	WORLD'S GREATEST GADGET REVIEWER	
Serial Number:	88283685	IMORE	
CORRESPONDENCE DATA			
Fax Number:	2124684888		

CH \$415.00 4742158

TRADEMARK

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.

Phone: 212-468-4800
Email: msgarrett@dglaw.com
Correspondent Name: Maxine Sharavsky Garrett
Address Line 1: Davis & Gilbert LLP, 1740 Broadway
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	031354-0001-000
NAME OF SUBMITTER:	Maxine Sharavsky Garrett
SIGNATURE:	/Maxine Sharavsky Garrett/
DATE SIGNED:	02/28/2019

Total Attachments: 6
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CONFIRMATORY TRADEMARK ASSIGNMENT

THIS CONFIRMATORY TRADEMARK ASSIGNMENT (this “**Assignment**”) effective as of February 28, 2019 (the “**Effective Date**”) is made and entered into by and between **AXEL LTD. CO.**, a Florida limited liability company (the “**Assignor**”), and **MoNa Mobile Nations LLC**, a Delaware limited liability company (the “**Company**”).

W I T N E S S E T H :

WHEREAS, on the Effective Date, Assignor and the Company entered into a General Assignment, Bill of Sale and Assumption Agreement, of even date herewith (the “**Conveyance Document**”), pursuant to which Assignor irrevocably transferred, conveyed, assigned, and delivered to the Company all right, title and interest in, to and under substantially all of its assets, including those Trademarks set forth in Exhibit A hereto (the “**Assigned Marks**”) and the ongoing businesses to which such Assigned Marks pertain; and

WHEREAS, the parties desire to execute and deliver this Assignment to confirm and evidence the change in ownership of the Assigned Marks pursuant to the Conveyance Document.

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

Section 1. Defined Terms. All capitalized terms used but not defined herein shall have the respective meanings set forth in the Conveyance Document.

Section 2. Confirmation of Assignment. Assignor hereby confirms that pursuant to the Conveyance Document it irrevocably transferred, conveyed, assigned, and delivered to the Company all right, title and interest in, to and under the Assigned Marks and all related rights, privileges, claims, causes of action and options that may otherwise have been asserted by Assignor in respect of the Assigned Marks, together with the goodwill associated with the business of Assignor. Company hereby confirms that it accepted such transfer, conveyance, assignment and delivery.

Section 3. Further Actions. Each of the parties hereto shall execute and deliver such additional documents, instruments, conveyances and assurances and take such further actions as may be reasonably requested by the other party to carry out the provisions hereof and give effect to and further evidence and record the transactions contemplated by this Assignment and the documents to be delivered hereunder.

Section 4. Governing Law. This Assignment shall be governed by the laws of the State of Delaware.

Section 5. Severability. In the event any provision of this Assignment is found to be void and unenforceable by a court of competent jurisdiction, the remaining provisions of this

Assignment shall nevertheless be binding upon the parties with the same effect as though the void or unenforceable part had been severed and deleted.

Section 6. Counterparts. This Assignment may be executed in two or more counterparts, all of which taken together shall constitute one instrument. Facsimile or electronic mail counterparts to this Assignment shall be acceptable and binding.

Section 7. Entire Agreement. This Assignment, including Exhibit A attached hereto, together with the Conveyance Document, contains the entire understanding of the parties hereto with respect to the subject matter contained herein and supersedes all prior agreements and understandings between the parties with respect to such subject matter.

* * * *

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first set forth above.

AXEL LTD. CO.

By:  _____

Name: Marcus Adolfsson

Title: Chief Executive Officer

MONA MOBILE NATIONS LLC

By: _____

Name: Andrew Carton

Title: President

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first set forth above.

AXEL LTD. CO.

By: _____

Name: Marcus Adolfsson

Title: Chief Executive Officer

MONA MOBILE NATIONS LLC

By:  _____

Name: Andrew Carton

Title: President

**EXHIBIT A
ASSIGNED MARKS**

TRADEMARK	COUNTRY	OWNER WITH TM OFFICE	STATUS	APP NO	APP DATE	REG NO	REG DATE
CONNECTEDLY	US	AXEL LTD. CO.	Registered	86272616	6-May-14	4742158	26-May-15
CORDCUTTERS	US	Axel Ltd. Co	Pending	88183710	6-Nov-18		
GAMESTASH	US	Axel Ltd Co.	Registered	87336305	15-Feb-17	5337135	14-Nov-17
IMORE	US	AXEL LTD. CO.	Registered	85510653	6-Jan-12	4205095	11-Sep-12
IMORE	US	AXEL LTD. CO.	Registered	86273913	7-May-14	4722533	21-Apr-15
MOBILE NATIONS	US	AXEL LTD, CO.	Registered	85909610	19-Apr-13	4436543	19-Nov-13
MOBILE NATIONS	US	AXEL LTD. CO.	Registered	86273933	7-May-14	4763114	30-Jun-15
MOBILE NATIONS & Design (Color)	US	AXEL LTD. CO.	Registered	85473765	16-Nov-11	4590965	26-Aug-14
MODERN DAD	US	Axel Ltd. Co	Pending	88183679	6-Nov-18		
MODERN DAD	US	Axel Ltd. Co	Pending	88183641	6-Nov-18		
MR. MOBILE	US	AXEL LTD. CO.	Registered	87021056	2-May-16	5393922	6-Feb-18
SHOULD I BUY	US	Axel Ltd. Co	Pending	88183689	6-Nov-18		
SHOULD I BUY	US	Axel Ltd. Co	Pending	88183702	6-Nov-18		
THRIFTER	US	AXEL LTD. CO.	Registered	87463198	25-May-17	5326248	31-Oct-17

WORLD'S GREATEST GADGET REVIEWER	US	AXEL LTD. CO.	Registered	86637537	21-May- 15	4833940	13-Oct- 15
IMORE	US	Axel Ltd. Co.	Pending	88283685	31-Jan- 19		