

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM515943

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Behaviour Digital Inc.		03/25/2019	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Behaviour Interactive Inc.		
Street Address:	500-6666 St-Urbain		
City:	Montreal, Quebec		
State/Country:	CANADA		
Postal Code:	H2S 3H1		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4418618	EAT EAT HOORAY!	
Registration Number:	4300242	TREE WORLD	
Registration Number:	4303956	TREE WORLD	
CORRESPONDENCE DATA			
Fax Number:	2142000707		
<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:	214-651-5106		
Email:	ipdocketing@haynesboone.com		
Correspondent Name:	J. Robert LeBlanc		
Address Line 1:	2323 Victory Ave, Suite 700		
Address Line 4:	DALLAS, TEXAS 75219		
NAME OF SUBMITTER:	J. Robert LeBlanc		
SIGNATURE:	/J. Robert LeBlanc/		
DATE SIGNED:	03/26/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, BEHAVIOUR DIGITAL INC., a Canadian corporation located at 500-6666 St-Urbain, Montreal, Quebec, H2S 3H1, Canada (hereinafter referred to as the “**Assignor**”) is the owner of the trademarks identified in Exhibit 1 annexed hereto (hereinafter referred to as the “**Trademarks**”);

AND WHEREAS, BEHAVIOUR INTERACTIVE INC. a Canadian corporation located at 500-6666 St-Urbain, Montreal, Quebec, H2S 3H1, Canada (hereinafter referred to as the “**Assignee**”) is desirous of acquiring the Trademarks;

NOW THEREFORE, THIS AGREEMENT WITNESSETH:

For good and valuable consideration, including the provisions and covenants herein, the receipt and sufficiency whereof is hereby acknowledged, the Assignor does hereby assign and transfer unto the Assignee, who accepts, all of its worldwide right, title and interest in and to the Trademarks, together with the goodwill attaching thereto, all applications, renewals, registrations, substitutions, extensions and foreign counterparts thereof, and all other corresponding rights that are or may be secured under the laws of any jurisdiction worldwide, the same to be held and enjoyed by the Assignee, its successors and assigns as fully and entirely as the said assigned right, title and interest could have been held and enjoyed by the Assignor if such transfer and assignment had not been made.

This assignment also includes the right to oppose or to continue to oppose to any conflicting application or registration and the right to take action and claim damages/profits for past, present or future infringement/encroachment relating to the assigned rights.

The assignment shall be binding upon the Assignor, its successors and/or assigns, and all others acting by, through, with or under its direction, and all those in privity therewith. Assignor will execute any documents and take any acts reasonably requested by Assignee from time to time to consummate, perfect, or evidence the assignment set forth herein.

The Assignor hereby authorizes the Assignments Division of the United States Patent and Trademark Office, and any equivalent authority elsewhere in the world, to transfer all registrations and applications for the Trademarks to Assignee as Assignee may direct, in accordance with this Trademark Assignment.

The Assignee hereby appoints Haynes and Boone, LLP whose full postal address is 2323 Victory Avenue, Suite 700, Dallas, Texas, 75219, as the firm to which any notice in respect of the Trademarks may be sent and upon whom service of any proceeding in respect of same may be given or served with the same effect as if they had been given to or served upon the owner itself.

This Trademark Assignment Agreement is effective as of March 25, 2019.

BEHAVIOUR DIGITAL INC.

BEHAVIOUR INTERACTIVE INC.

DocuSigned by:
Per: Rémi Racine
Name: Rémi Racine
Title: CEO

DocuSigned by:
Per: Rémi Racine
Name: Rémi Racine
Title: CEO

Exhibit 1**Assigned Trademarks**

Trademark	Application/Registration #	Application / Registration Date
EAT EAT HOORAY!	85876761 4418618	March 14, 2013 October 15, 2013
TREE WORLD	85533924 4300242	February 3, 2012 March 12, 2013
TREE WORLD DESIGN 	85534272 4303956	February 5, 2012 March 19, 2013