

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM516118

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SimpleReach, Inc.		03/20/2019	Corporation:
RECEIVING PARTY DATA			
Name:	Nativo, Inc.		
Street Address:	100 N Pacific Coast Highway, Floor 10		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88139908	MEMO	
Registration Number:	5240137	SIMPLEREACH	
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>			
Email:	hkaufman@nativo.com		
Correspondent Name:	Nativo, Inc.		
Address Line 1:	100 N Pacific Coast Highway, Floor 10		
Address Line 4:	El Segundo, CALIFORNIA 90245		
NAME OF SUBMITTER:	Hannah Kaufman		
SIGNATURE:	/hannah kaufman/		
DATE SIGNED:	03/26/2019		
Total Attachments: 1	source=Nativo--SimpleReach Trademark Assignment (final)#page1.tif		

OP \$65.00 88139908

TRADEMARK ASSIGNMENT

WHEREAS, SIMPLEREACH, INC., a Delaware Corporation, having a place of business at 122 West 27th Street, 7th Floor, New York, New York, 10001 ("ASSIGNOR" herein), has used and is the owner of the following U.S. trademarks.

<u>Mark</u>	<u>Serial No.</u>	<u>Filed</u>	<u>Class(es)</u>
MEMO	88/139,908	10-02-2018	35

<u>Mark</u>	<u>Registration No.</u>	<u>Issued</u>	<u>Class(es)</u>
SimpleReach	5,240,137	07-11-2017	35, 42

WHEREAS, NATIVO, INC., a Delaware Corporation, having a place of business at 100 North Pacific Coast Highway, 10th Floor, Suite 1000, El Segundo, California 90245 ("ASSIGNEE" herein), desires to acquire said U.S. trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to said trademarks, and all rights and privileges pertaining to said trademarks, together with the goodwill of the business symbolized by the marks.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, execute all instruments and documents necessary to perfect the record title of ASSIGNEE in and to said trademarks.

SIMPLEREACH, INC.

Date: March 20, 2019

By: Edward Kim
Edward Kim
Chief Executive Officer