

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM535783

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lawrence Yeh		06/13/2019	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LovePop, Inc.		
<b>Street Address:</b>	125 Lincoln Street		
<b>City:</b>	Boston		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02111		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5748160	PAPER POP CARDS	
<b>Registration Number:</b>	5489696	POPLOCK	
<b>Registration Number:</b>	5489693	PUZZLEPOP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6178327000		
<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>			
<b>Phone:</b>	6178321185		
<b>Email:</b>	ustrademark@foleyhoag.com		
<b>Correspondent Name:</b>	Nicole Kinsley		
<b>Address Line 1:</b>	155 Seaport Blvd.		
<b>Address Line 2:</b>	Foley Hoag LLP		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02210-2600		
<b>ATTORNEY DOCKET NUMBER:</b>	33383.00010		
<b>NAME OF SUBMITTER:</b>	Nicole Kinsley		
<b>SIGNATURE:</b>	/Nicole Kinsley/		
<b>DATE SIGNED:</b>	08/08/2019		
<b>Total Attachments: 7</b>			
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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "Agreement") is made as of June 11, 2019, by and between LovePop, Inc., a Delaware corporation ("LovePop"), and Paper Pop Cards, Inc., a New York corporation ("Paper Pop") and Lawrence Yeh ("Yeh").

WHEREAS, Yeh owns certain patents and patent applications which are listed on attached Schedule 1 ("Assigned Patents"), certain trademarks which are listed on attached Schedule 2 ("Assigned Trademarks"), and certain domain names which are listed on attached Schedule 3 ("Assigned Domain Names"); and

WHEREAS, Paper Pop and LovePop were parties to a lawsuit, *LovePop, Inc. v. Paper Pop Cards, Inc.*, Civ. Action No. 1:17-cv-11017, in the District of Massachusetts (the "Lawsuit"), which culminated in a jury verdict in favor of LovePop, and against Paper Pop;

WHEREAS, Yeh desires to assign to LovePop the Assigned Patents, Assigned Trademarks, and Assigned Domain Names as part of a settlement of all remaining claims in the Lawsuit;

WHEREAS, LovePop desires to receive from Yeh assignments to the Assigned Patents, Assigned Trademarks, and Assigned Domain Names;

NOW THEREFORE, for good and valuable consideration:

Yeh hereby assigns to LovePop (a) his entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Patents, and any and all divisional applications, continuation applications, continuations-in-part, provisional applications, renewals, reissues, re-examinations, substitutions and extensions thereof, and all pending applications therefor, which claim priority from any application from which Assigned Patents are derived, as well as, all foreign counterparts of Assigned Patents, (b) his entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Trademarks, and any and all registrations, applications, renewals and extensions related thereto, and all goodwill related to the foregoing; and (c) his entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Domain Names and all goodwill related to the foregoing.

To the extent that Paper Pop has or would be deemed to have any right, title, or interest in the assigned properties, Paper Pop hereby assigns to LovePop (a) its entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Patents, and any and all divisional applications, continuation applications, continuations-in-part, provisional applications, renewals, reissues, re-examinations, substitutions and extensions thereof, and all pending applications therefor, which claim priority from any application from which Assigned Patents are derived, as well as, all foreign counterparts of Assigned Patents, (b) its entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Trademarks, and any and all registrations, applications, renewals and extensions related thereto, and all goodwill related to the foregoing; and (c) its entire

right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Domain Names and all goodwill related to the foregoing.

Yeh and Paper Pop hereby authorize (i) the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office, and the empowered officials of any other applicable offices, authorities, authorized agents, domain name registrars, and governments to issue or transfer all said Assigned Patents, Assigned Trademarks, and Assigned Domain Names to LovePop, as assignee thereof, or otherwise as LovePop may direct.

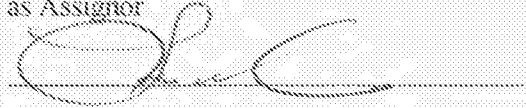
Yeh and Paper Pop hereby agree to execute all documents and take all other actions as may be necessary to effect the assignments and transfers set forth in this Agreement.

[Signature Pages Follow]

Signed at Queens County, New York, this 13<sup>th</sup> day of June, 2019.


LAWRENCE YEH

as Assignor



PAPER POP CARDS, INC.

as Assignor

By:   
Name: Lawrence Yeh  
Title: President

STATE OF NEW YORK

COUNTY OF [ Queens ]

)  
) ss.  
)

Subscribed and sworn to before me on this 13<sup>th</sup> day of June, 2019

  
Notary Public  
Commission Expires: 12/27/2020

FRANCIS SHERIDAN  
NOTARY PUBLIC-STATE OF NEW YORK  
No. 015H6352366  
Qualified in Queens County  
My Commission Expires 12-27-2020

[Signature Page to Intellectual Property Assignment Agreement]

Signed this 13 day of June, 2019.

LOVEPOP INC.,  
as Assignee

By: 

Name:

Jeremy Licht

Title:

General Counsel

[Signature Page to Intellectual Property Assignment Agreement]

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TRADEMARK  
REEL: 006715 FRAME: 0492

Schedule 1 - Assigned Patents

Title	Inventor	Country	Application No.	Application Date	Patent No.	Issue Date
Article with removable three-dimensional object	Yeh	US	61/992,553	05/13/2014	---	---
Article with removable three-dimensional object	Yeh	US	62/102,298	01/12/2015	---	---
Article with removable three-dimensional object	Yeh	US	14/670,495	03/27/2015	9,475,333	10/25/2016
Article with removable three-dimensional object	Yeh	Europe	EP20160150881	01/12/2016	---	---
Article with removable three-dimensional object	Yeh	Spain	ES20160150881T	01/12/2016	---	---
Article with removable three-dimensional object	Yeh	Europe	EP20180177187	01/12/2016	---	---
Article with removable three-dimensional object	Yeh	US	15/283,064	09/30/2016	9,842,516	12/12/2017
Article with removable three-dimensional object	Yeh	US	15/283,123	09/30/2016	---	---
Article with removable three-dimensional object	Yeh	PCT	PCT/US17/54758	10/02/2017	---	---
Article with removable three-dimensional object	Yeh	US	15/838,146	12/11/2017	---	---
Article with removable three-dimensional object	Yeh	US	15/838,244	12/11/2017	---	---

Schedule 2 - Assigned Trademarks

Registered Trademarks:

Mark	Type	Country	Serial No.	Filing Date	Registration No.	Issue Date
PAPER POP CARDS	Word	US	87447675	05/12/2017	5748160	05/14/2019
POPLOCK	Word	US	87447797	05/12/2017	5489696	06/12/2018
PUZZLEPOP	Word	US	87447745	05/12/2017	5489693	06/12/2018

Unregistered Trademarks:

POPBUDS

POPZ



Schedule 3 - Assigned Domain Names

Domain Name	Registrar	Registration Date	Expiry Date
paperpopcards.com	NameCheap, Inc.	06/06/2013	06/06/2025
lovepopwedding.com	NameCheap, Inc.	07/29/2016	07/29/2021