

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM537978

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/27/2015		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Altimeter Group, LLC		02/26/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Prophet Brand Strategy		
Street Address:	One Bush Street, 7th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3622734	ALTIMETER	
CORRESPONDENCE DATA			
Fax Number:	4153939887		
<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:	415.954.0200		
Email:	trademark@squirepb.com		
Correspondent Name:	Philip R. Zender		
Address Line 1:	Squire Patton Boggs (US) LLP		
Address Line 2:	275 Battery Street, Suite 2600		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	064568.00155		
NAME OF SUBMITTER:	Philip R. Zender		
SIGNATURE:	/philip r. zender/		
DATE SIGNED:	08/23/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT (Nunc Pro Tunc)

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into by and between Altimeter Group, LLC, a Delaware Limited Liability Company ("Assignor") and Prophet Brand Strategy, a California Corporation, with its principal place of business at One Bush Street, 7th Floor, San Francisco, California, 94104 ("Assignee").

WHEREAS, prior to making this assignment, Assignor was the owner of the trademark and the corresponding United States Trademark Registration listed in Exhibit A (the "Mark"); and

WHEREAS, Assignee has succeeded to certain business assets and the goodwill of the business associated therewith effective as of October 27, 2015 (the "Effective Date").

WHEREAS, Assignor and Assignee have agreed to enter into this Assignment as further evidence of Assignor's assignment of its rights in and to the Mark pursuant to the Agreement;

NOW, THEREFORE, in consideration of the premises herein set forth and for additional good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of the Effective Date, *nunc pro tunc*, Assignor hereby sells, assigns, transfers and conveys to Assignee, absolutely in perpetuity, Assignor's entire right, title and interest in and to the Mark, together with all of the goodwill associated therewith, and including the right to sue for and receive all damages from past infringements arising prior to the Effective Date, the same to be held and enjoyed by Assignee, its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative as of the date(s) written below.

Executed this 26 day of February, 2019 and effective as of the Effective Date.

ASSIGNOR:

Altimeter Group, LLC

By: 

Name: Charlene Li

Title: Manager

EXHIBIT A

Trademark	Country	Status	Registration No.
ALTIMETER	USA	Registered	3,622,734