

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM546336

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SmartDog Services, LLC SERVICES		09/30/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Apps Associates LLC		
Street Address:	40 Nagog Park		
Internal Address:	#105		
City:	Acton		
State/Country:	MASSACHUSETTS		
Postal Code:	01720		
Entity Type:	Corporation: DELAWARE LLC		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3974269	SMARTDOG	
Registration Number:	3974272	SMART DOG	
Registration Number:	2633437	DBA ON DEMAND	
CORRESPONDENCE DATA			
Fax Number:	6175076585		
<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:	6175040436		
Email:	heidi@heidischiller.com		
Correspondent Name:	Heidi A. Schiller		
Address Line 1:	197 Elm Street		
Address Line 2:	Suite 1730		
Address Line 4:	Northampton, MASSACHUSETTS 01060-2915		
NAME OF SUBMITTER:	HEIDI A. SCHILLER		
SIGNATURE:	/Heidi A. Schiller/		
DATE SIGNED:	10/23/2019		
Total Attachments: 3			
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CONFIRMATORY ASSIGNMENT

This Confirmatory Assignment (hereinafter "Assignment"), effective this 30th day of September, 2019 is by and between Apps Associates LLC, a Delaware limited liability company having a place of business at 40 Nagog Park #105, Acton, MA 01720 (hereinafter "Assignor"), and SmartDog Services, LLC, a Delaware limited liability company having a place of business at 7004 Bee Cave Road, Building 3, Suite 100 Austin, TX 78746 (hereinafter "Assignee").

WHEREAS, Assignor was the owner of all right, title and interest in and to the trademark registrations listed on Schedule A attached hereto and the goodwill associated therewith (hereinafter the "Marks").

WHEREAS, Assignee was desirous of owning all right, title and interest in and to the Marks and the goodwill associated therewith;

NOW THEREFORE in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the parties agree as follows:

Assignor hereby confirms that on June 9, 2019 (hereinafter "Transfer Date") by stock purchase agreement, Assignor sold, assigned, delivered and set over to Assignee its entire right, title and interest in and to the Marks and the goodwill associated therewith and all registrations and applications therefor in the United States and all other countries, including but not limited to the U.S. registrations recited in Schedule A, and including any registrations issuing from future applications as well as any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all other countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if the assignment and sale had not been made; together with all related income, royalties or payments due or payable as of the Transfer Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark with the right to sue for, and collect the same for Assignee's

own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, the parties hereto have caused this Confirmatory Assignment to be executed by their duly authorized representatives.

APPS ASSOCIATES LLC

SMARTDOG SERVICES, LLC

By: 

By: 

Title: CEO

Title: FORWARDED REPRESENTATIVE

SCHEDULE A

U.S. FEDERAL TRADEMARK REGISTRATIONS

SMARTDOG - Reg. No. 3,974,269 issued June 7, 2011

SMART DOG & Design - Reg. No. 3,974,272 issued June 7, 2011

DBA ON DEMAND - Reg. No. 2,633,437 issued October 8, 2002