

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558034

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
OnTheRivt, Inc.		01/15/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Pocket Outdoor Media, Inc.		
Street Address:	4745 Walnut St		
Internal Address:	Unit A		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88488834	RIVT	
Serial Number:	88488849	ONTHERIVT	
CORRESPONDENCE DATA			
Fax Number:	3037867691		
<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:	303-786-7687		
Email:	mail@db-iplaw.com		
Correspondent Name:	DUFT & BORNSEN, PC		
Address Line 1:	1319 W Baseline Rd		
Address Line 2:	SUITE 100A		
Address Line 4:	Lafayette, COLORADO 80026		
NAME OF SUBMITTER:	Devin Lee Looijen		
SIGNATURE:	/Devin Lee Looijen/		
DATE SIGNED:	01/17/2020		
Total Attachments: 2			
source=RIVT-TM-ASSIGNMENTS#page1.tif			
source=RIVT-TM-ASSIGNMENTS#page2.tif			

OP \$65.00 88488834

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made effective as of the date of the latest-in-time signature listed below, by and between OnTheRivt, Inc., a corporation organized and existing under the laws of Delaware, and having a usual place of business at 251 Little Falls Drive, Wilmington, DE 19808 ("Assignor") and Pocket Outdoor Media, Inc., a corporation organized and existing under the laws of Delaware, and having a usual place of business at 4745 Walnut St. Unit A, Boulder, CO 80301 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names listed below (the "Marks");

Docket	Mark	Jurisdiction	Ser. No.	Reg. No.
RVT-0001	Rivt	United States	88488834	N/A
RVT-0002	OnTheRivt	United States	88488849	N/A

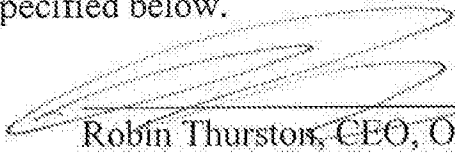
WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

IN TESTIMONY WHEREOF, I/We have signed this Assignment on the date specified below.



Robin Thurston, CEO, OnTheRivt, Inc.

1/15/2020
Date

Before me, a Notary Public in and for said County and State, personally appeared the individual(s) listed above, known to me to be the persons whose name is subscribed to the foregoing instrument, and acknowledged to me that these persons executed the same for the purposes and considerations therein expressed.

Given under my hand and seal of office this _____ day of _____, 2020.

Notary Public
My Commission Expires: