

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558539

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GPSshopper, LLC		01/22/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Synchrony Bank		
Street Address:	170 Election Road		
City:	Draper		
State/Country:	UTAH		
Postal Code:	84020		
Entity Type:	federal bank: UNITED STATES		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	87687541	LYFE	
Serial Number:	88413907	L	
Serial Number:	88413914	L LYFE	
Serial Number:	88413916	L LYFE A SYNCHRONY SOLUTION	
Serial Number:	88413904	SEE WHERE LYFE TAKES YOU	
CORRESPONDENCE DATA			
Fax Number:	7082076400		
<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:	3122071000		
Email:	mbenson@reedsmith.com		
Correspondent Name:	Lawrence E. James, Jr.		
Address Line 1:	Reed Smith LLP		
Address Line 2:	10 South Wacker Drive, 40th Floor		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	506350.02554		
NAME OF SUBMITTER:	Lawrence E. James, Jr.		
SIGNATURE:	/Lawrence E. James, Jr./		
DATE SIGNED:	01/22/2020		

OP \$140.00 87687541

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, GPShopper, LLC, a limited liability company organized under the laws of Delaware, 170 Election Road, Draper, Utah 84020, hereinafter referred to as "ASSIGNOR", is the owner of certain trademarks and all associated goodwill as identified on Trademark Schedule Annex A (hereinafter the "PROPERTIES"), attached hereto;

WHEREAS, Synchrony Bank, a federal bank organized under the laws of the United States, 170 Election Road, Draper, Utah 84020, (hereinafter "ASSIGNEE"), seeks to acquire all of ASSIGNOR'S right, title, and interest in and to the PROPERTIES;

WHEREAS, the ASSIGNOR desires to convey, transfer, assign, and deliver to ASSIGNEE, all of ASSIGNOR'S ownership rights and any and all goodwill associated therewith in and to the PROPERTIES.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR agrees to sell, assign, transfer and convey, and does hereby sell, assign, transfer and convey, unto ASSIGNEE, its entire right, title and interest in and to the PROPERTIES, together with any and all goodwill associated therewith, and any business to which the PROPERTIES pertain, to be held and enjoyed by ASSIGNEE for its own use and on its own behalf and for the use and benefit of its successors and assigns and other legal representatives, along with all claims for damages by reason of past, present, and future infringement of the rights assigned under this Assignment, with the right to sue for and collect the same for its own use and benefit, as fully and entirely as if the same would have been held and enjoyed by the ASSIGNOR if this assignment had not been made;

AND, ASSIGNOR hereby covenants, agrees and will undertake to execute, whenever requested by ASSIGNEE, all trademark applications, trademark registrations, assignments, lawful oaths, documents, instruments, and any other papers which ASSIGNEE may deem necessary or desirable for securing to ASSIGNEE, or for maintaining unto ASSIGNEE, all rights relating to the PROPERTIES hereby assigned, or agreed to be assigned, without further compensation to the undersigned ASSIGNOR.

GPShopper LLC

By: 

Name: Jonathan Motner

Title: Secretary

Date: January 27, 2020

TRADEMARK SCHEDULE - ANNEX A

COUNTRY	MARK	FILED	APPLICATION NO.
US	LYFE	16 Nov 2017	87/687,541
US	L design only	3 May 2019	88/413,907
US	LYFE & design	3 May 2019	88/413,914
US	LYFE A SYNCHRONY SOLUTION & design	3 May 2019	88/413,916
US	SEE WHERE LYFE TAKES YOU	3 May 2019	88/413,904