

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM558600

<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>
Living in Digital Times, LLC		12/19/2019	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Consumer Technology Association		
<b>Street Address:</b>	1919 South Eads Street		
<b>City:</b>	Arlington		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22202		
<b>Entity Type:</b>	Corporation: VIRGINIA		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4628967	LIVING IN DIGITAL TIMES	
<b>Registration Number:</b>	4628966	LIVING IN DIGITAL TIMES	
<b>Registration Number:</b>	5113748	DIGITAL HEALTH SUMMIT	
<b>Registration Number:</b>	5107620	FITNESS TECH	
<b>Registration Number:</b>	3300940	LAST GADGET STANDING	
<b>Registration Number:</b>	4662954	TRANSFORMINGEDU	
<b>Registration Number:</b>	4044994	KIDS@PLAY	
<b>Registration Number:</b>	4044993	FASHIONWARE	
<b>Registration Number:</b>	1958551	DIGITAL TIMES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2027197049		
<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>	2027197000		
<b>Email:</b>	ckelly@wileyrein.com		
<b>Correspondent Name:</b>	Christopher Kelly		
<b>Address Line 1:</b>	1776 K Street, N.W.		
<b>Address Line 2:</b>	WILEY REIN LLP		
<b>Address Line 4:</b>	Washington, D.C. 20006		

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<b>ATTORNEY DOCKET NUMBER:</b>	740250018
<b>NAME OF SUBMITTER:</b>	Christopher Kelly
<b>SIGNATURE:</b>	/Christopher Kelly/
<b>DATE SIGNED:</b>	01/22/2020
<b>Total Attachments: 3</b> source=LIDT Trademark Assignment LIDT to CTA#page1.tif source=LIDT Trademark Assignment LIDT to CTA#page2.tif source=LIDT Trademark Assignment LIDT to CTA#page3.tif	

## TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Trademark Assignment**"), dated as of December 19, 2019, is made by Living in Digital Times, LLC ("**Seller**"), a New York limited liability company, located at 801 West End Avenue #10D, New York, NY 10025, in favor of Consumer Technology Association ("**Buyer**"), a Virginia corporation, with a registered address at 1919 South Eads St., Arlington, VA, the purchaser of certain assets of Seller pursuant to the Asset Purchase Agreement between Buyer and Seller dated as of December 19, 2019 (the "**Asset Purchase Agreement**").

WHEREAS, under the terms of the Asset Purchase Agreement, Seller has conveyed, transferred, and assigned to Buyer, among other assets, certain intellectual property of Seller, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdictions;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably conveys, transfers, and assigns to Buyer all of Seller's right, title, and interest in and to the following:

(a) the trademark registrations and trademark applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Buyer. Following the date hereof, Seller shall take such steps and actions, and provide such cooperation and assistance to Buyer and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other

documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Buyer, or any assignee or successor thereto, at the request and expense of Buyer or such assignee or successor.

3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the Commonwealth of Virginia, without giving effect to any choice or conflict of law provision or rule (whether of the Commonwealth of Virginia or any other jurisdiction).

IN WITNESS WHEREOF, Seller has duly executed and delivered this Trademark Assignment as of the date first written above.

Living in Digital Times, LLC

DocuSigned by:  
*Joel Rubin*  
By: \_\_\_\_\_  
Name: Joel E. Rubin  
Title: Chief Financial Officer

## TRADEMARK ASSIGNMENT AGREEMENT

## SCHEDULE 1

Mark	Jurisdiction	Registration Date	Trademark Reg #
Living in Digital Times	United States		4628967
Living in Digital Times	United States		4628966
Digital Health Summit	United States		5113748
Fitness Tech	United States		5107620
Last Gadget Standing	United States		3300940
Transformingedu	United States		4662954
kids@play	United States		4044994
Fashionware	United States		4044993
Digital Times	United States		1958551