

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM566479

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Clarus Commerce, LLC		03/03/2020	Limited Liability Company: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Clarus Direct LLC		
Street Address:	500 Enterprise Drive, 2nd Floor		
City:	Rocky Hill		
State/Country:	CONNECTICUT		
Postal Code:	06067		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88580615	SHOPSMARTER	
CORRESPONDENCE DATA			
Fax Number:	2124898340		
<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:	2124024081		
Email:	NYC-Trademark@dwt.com, faithrobinson@dwt.com		
Correspondent Name:	Davis Wright Tremaine LLP		
Address Line 1:	c/o Emily M. Borich		
Address Line 2:	1251 Avenue of the Americas, 21st Fl.		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	108971.3		
NAME OF SUBMITTER:	Emily M. Borich		
SIGNATURE:	/EMB/		
DATE SIGNED:	03/11/2020		
Total Attachments: 1			
source=Clarus Commerce LLC to Clarus Direct LLC#page1.tif			

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ASSIGNMENT OF TRADEMARK

ASSIGNMENT OF TRADEMARK, effective as of March 3, 2020 from Clarus Commerce, LLC, a Connecticut limited liability company ("*Assignor*") to Clarus Direct LLC, a Delaware limited liability company, located at 500 Enterprise Drive, 2nd Floor, Rocky Hill, Connecticut 06067 ("*Assignee*").

WHEREAS, Assignor is the owner of all right, title and interest in and to the following trademark application (the "Trademarks"):

Country	Mark	App. No.	App. Date
U.S.	SHOPSMARTER	88580615	8/15/2019

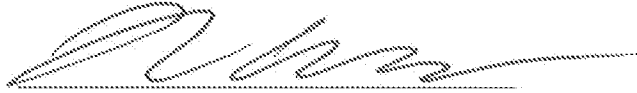
together with the goodwill of the business symbolized by and associated with the Trademark; and

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark, and to stand in the place of Assignor in all matters related thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark, and the right to sue and collect for past infringement thereof.

CLARUS COMMERCE LLC

By: 
Name: Tom Caporaso
Title: CEO