

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM568196

<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>
Postup Digital, LLC		04/17/2019	Limited Liability Company: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Unsubcentral, Inc.		
<b>Street Address:</b>	3305 Steck Avenue, Suite 300		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78757		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3394564	UNSUBCENTRAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	5124926413		
<b>Email:</b>	tmg@slwip.com		
<b>Correspondent Name:</b>	Pamela B. Huff		
<b>Address Line 1:</b>	PO Box 2938		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	4525.102US1		
<b>NAME OF SUBMITTER:</b>	Pamela B. Huff		
<b>SIGNATURE:</b>	/Pamela B. Huff/		
<b>DATE SIGNED:</b>	03/20/2020		
<b>Total Attachments: 2</b>			
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source=TM Assignment from PostUp Digital to Zeta (003)#page2.tif			

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**ASSIGNMENT**

WHEREAS, POSTUP DIGITAL, LLC ("Assignor"), a Texas limited liability company, with its principal address at 3305 Steck Avenue, Suite 300, Austin, Texas, 78757, owns all right, title, and interest in and to the trademark shown on Exhibit A (the "Mark"); and

WHEREAS, UNSUBCENTRAL, INC. ("Assignee"), a Delaware corporation, having its principal address at 3305 Steck Avenue, Suite 300, Austin, Texas, 78757, desires to acquire all right, title, and interest in and to said Mark, the goodwill of the business symbolized thereto, and the underlying business associated therewith;

WHEREAS, pursuant to the terms of the Asset Purchase Agreement dated as of April 17, 2019 (the "Asset Purchase Agreement"), Assignor has agreed to convey, transfer, and assign to Assignee, among other assets, the Intellectual Property (as that term is defined in the Asset Purchase Agreement), and has agreed to execute and deliver this Assignment.

NOW, THEREFORE, in consideration for the execution of the Asset Purchase Agreement, the payment of the consideration stipulated in the Asset Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, and convey to Assignee all of its right, title, and interest in and to said Mark, all rights derived from or associated with use of the Mark by Assignor, together with the goodwill of the business symbolized thereto and the underlying business associated therewith, and the right to recover for past infringement of said Mark. Assignor represents and warrants that it has not previously assigned, licensed, or conveyed any interest in said Mark or the other rights referenced herein, and Assignor agrees to execute any further lawful documents needed to give full force and effect to this instrument.

Executed this 17th day of April 2019, in Dallas, Texas USA.

PostUp Digital, LLC, a Texas limited liability company ("Assignor")

By: \_\_\_\_\_

Name: Keith Driscoll

Title: Vice President

**EXHIBIT A**

<b>TRADEMARK</b>	<b>COUNTRY</b>	<b>APP. NO.</b>	<b>REG. NO.</b>
UNSUBCENTRAL	United States	77225629	3394564