

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM570383

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Deluxe Entertainment Services Inc.		04/02/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Deluxe Creative Services Inc.		
Street Address:	2400 West Empire Avenue, 3rd Floor		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91504		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5482237	SYNAPSE	
CORRESPONDENCE DATA			
Fax Number:	3036293450		
<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:	303-629-3400		
Email:	docketing-dv@dorsey.com		
Correspondent Name:	Charlene M. Krogh, Dorsey & Whitney LLP		
Address Line 1:	1400 Wewatta Street, Suite 400		
Address Line 2:	IP Docketing		
Address Line 4:	Denver, COLORADO 80202-5549		
ATTORNEY DOCKET NUMBER:	M286785		
NAME OF SUBMITTER:	Pamela Kleiner		
SIGNATURE:	/Pamela Kleiner/		
DATE SIGNED:	04/03/2020		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective April 2, 2020 (the "Effective Date") between Deluxe Entertainment Services Inc., a Delaware corporation with address at 2400 West Empire Avenue, 3rd Floor, Burbank, California 91504, United States of America ("Assignor") and Deluxe Creative Services Inc., a Delaware corporation with address at 2400 West Empire Avenue, 3rd Floor, Burbank, California 91504, United States of America ("Assignee").

WHEREAS Assignor is the owner of certain trademarks used by Assignor in the conduct of its business, including the trademark applications and registrations identified in Schedule A and all common law rights associated with such trademarks (collectively the "Marks").

WHEREAS Assignor wants to assign and Assignee wants to receive all of Assignor's right, title and interest in the Marks together with all goodwill of the business symbolized by or associated with the Marks.

NOW, THEREFORE, the parties agree as follows:

For good and valuable consideration of US\$10, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns to Assignee all of Assignor's right, title and interest in and to the Marks as they exist anywhere in the world and as may be created or acquired at any date in the future, along with all goodwill of the business symbolized by or associated with the Marks, and with all claims arising out of or relating to the use or ownership of the Marks. This assignment includes without limitation all applications and registrations for the Marks, all priority rights or claims based on International Conventions, all rights to proceeds of the Marks, including income, royalties, damages, profits, and payments now or hereafter payable, all rights of action of Assignor, and the right to take proceedings and to seek damages and all other available remedies, against third parties for past, present, or future infringement of the Marks.

Assignor shall execute and deliver any other documents and perform any other reasonable acts Assignee may request, that may be necessary and appropriate to effectuate the provisions of this agreement and establish Assignee's rights in the Marks.

At the request and expense of Assignee, Assignor shall provide all reasonable assistance which Assignee considers necessary in connection with bringing or defending any proceedings in relation to the Marks.

Each party signs this agreement as of the date below to be effective as of the Effective Date.

Deluxe Entertainment Services Inc.


By:  _____

Name: Stefanie Liquori DiGrigoli

Title: EVP and General Counsel

Date: April 2, 2020

Deluxe Creative Services Inc.

By:  _____

Name: Stefanie Liquori DiGrigoli

Title: EVP and General Counsel

Date: April 2, 2020

SCHEDULE A

COUNTRY	TRADEMARK	APP NO	APP DATE	REG NO	REG DATE
Canada	SYNAPSE	1859153	Sep 25, 2017	TMA1041544	Jul 16, 2019
International Bureau (WIPO)	SYNAPSE	1373392	Sep 13, 2017	1373392	Sep 13, 2017
United States of America	SYNAPSE	87387273	Mar 27, 2017	5482237	May 29, 2018