

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM572643

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	3		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Southern Graphic Systems, LLC		04/20/2020	Limited Liability Company: KENTUCKY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kwikee Services LLC		
<b>Street Address:</b>	1720 West Deweiller Drive		
<b>City:</b>	Peoria		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	61615		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3761957	KWIKEE	
<b>Registration Number:</b>	895218	KWIKEE	
<b>Registration Number:</b>	2731474	MULTIAD	
<b>Registration Number:</b>	2777370	MULTIAD	
<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>	2128598000		
<b>Email:</b>	teas@friedfrank.com		
<b>Correspondent Name:</b>	Kimberly Barr c/o Fried Frank et al		
<b>Address Line 1:</b>	One New York Plaza		
<b>Address Line 4:</b>	New York, NEW YORK 10004		
<b>ATTORNEY DOCKET NUMBER:</b>	034041-00012		
<b>NAME OF SUBMITTER:</b>	Kimberly Barr		
<b>SIGNATURE:</b>	/Kimberly Barr/		
<b>DATE SIGNED:</b>	04/20/2020		

CH \$115.00 3761957

**Total Attachments: 8**

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This Intellectual Property Assignment Agreement (“Assignment”), dated as of April 20, 2020 (the “Effective Date”), is entered into by Southern Graphic Systems, LLC (“Assignor”) and Kwikkee Services LLC (“Assignee”).

WHEREAS, Assignor has agreed to assign to Assignee, and Assignee has agreed to acquire from Assignor, all of Assignor’s right, title, and interest in and to (i) those certain trademark registrations and applications identified on Schedule A attached hereto (“Assigned Trademarks”); (ii) those certain internet domain name registrations identified on Schedule B attached hereto (“Assigned Domain Names”); and (iii) those certain copyright registrations identified on Schedule C attached hereto (“Assigned Copyrights”).

NOW, THEREFORE, in consideration of the promises and of the mutual covenants and agreements set forth herein and for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Conveyance and Acceptance of Assigned Trademarks. Assignor hereby assigns and transfers to Assignee, and Assignee hereby accepts, all of Assignor’s right, title, and interest in and to the Assigned Trademarks, the goodwill of the business connected with the use of and symbolized by the Assigned Trademarks, the right to sue and recover for past, present, and future infringement thereof, the right to secure registration of the Assigned Trademarks and of this Assignment, and the right to initiate other proceedings before all governmental authorities with respect to the Assigned Trademarks.

2. Conveyance and Acceptance of Assigned Domain Names. Assignor hereby assigns and transfers to Assignee, and Assignee hereby accepts, all of Assignor’s right, title, and interest in and to the Assigned Domain Names, the goodwill of the business connected with the use of and symbolized by the Assigned Domain Names, the right to sue and recover for past, present, and future infringement thereof, the right to secure registration of the Assigned Domain Names and of this Assignment, and the right to initiate other proceedings before all governmental authorities and Registering Authorities (as defined below) with respect to such Assigned Domain Names.

3. Conveyance and Acceptance of Assigned Copyrights. Assignor hereby assigns and transfers to Assignee, and Assignee hereby accepts, all of Assignor’s right, title, and interest in and to the Assigned Copyrights, the right to sue and recover for past, present, or future infringement thereof, the right to secure registration of such Assigned Copyrights and of this Assignment, and the right to initiate other proceedings before all government authorities with respect to such Assigned Copyrights.

4. Recordation and Authorization.

a. Assignor hereby authorizes and requests that the Commissioner for Trademarks and the Register of Copyrights, and any other governmental authorities as necessary, record this Assignment. Assignor shall take any and all reasonable actions, including without limitation, the execution, acknowledgment, and delivery of any and all documents that Assignee may

reasonably request to record and perfect Assignee's interest in and to the Assigned Trademarks, Assigned Domain Names, and Assigned Copyrights.

- b. Assignor hereby acknowledges that each Internet domain name registrar (the "Registering Authority") of the Assigned Domain Names is authorized to transfer and record in the name of Assignee ownership of and administrative contact for all of the Assigned Domain Names.
- c. Without limiting Section 4(b), at Assignee's request, Assignor will cooperate with Assignee to (i) complete any registrant name change agreement or other form required by any applicable Registering Authority to effect or record the assignment of the Assigned Domain Names contemplated by this Assignment; (ii) submit those registrant name change agreements or other forms to the Registering Authority in accordance with the Registering Authority's policies and rules; (iii) take reasonable actions and execute and deliver documents that Assignee may request to effect the terms of this Assignment and to assist Assignee in changing the technical and administrative contact information for the Assigned Domain Names with the Registering Authorities to such information of Assignee's choice; and (iv) take any further actions required by the Registering Authority's policies and rules to transfer the Assigned Domain Names to Assignee.

5. Governing Law. This Agreement shall be enforced, governed and construed in all respects in accordance with the laws of the State of New York, without giving effect to any principles or rules of conflict of laws, to the extent such principles or rules are not mandatorily applicable by statute and would permit or require the application of the laws of another jurisdiction.

6. Jurisdiction. Any action, suit or proceeding seeking to enforce any provision of, or based on any matter arising out of or relating to, this Agreement shall be brought exclusively in the courts of the State of New York located in New York county, the courts of the United States of America for the Southern District of New York, and appellate courts thereof and each of the parties hereto hereby consents to the exclusive jurisdiction of such courts (and of the appropriate appellate courts therefrom) in any such action, suit or proceeding and irrevocably waives, to the fullest extent permitted by applicable law, any objection that it may now or hereafter have to the laying of the venue of any such action, suit or proceeding in any such court or that any such action, suit or proceeding that is brought in any such court has been brought in an inconvenient forum.

7. Waiver of Jury Trial. TO THE MAXIMUM EXTENT NOT PROHIBITED BY APPLICABLE LAW, EACH PARTY HERETO, HEREBY KNOWINGLY, VOLUNTARILY, AND INTENTIONALLY WAIVES ALL RIGHTS IT MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY ACTION, SUIT OR PROCEEDING, DIRECTLY OR INDIRECTLY, AT ANY TIME ARISING OUT OF OR RELATING TO THIS AGREEMENT.

8. No Representations or Warranties. Each party understands and agrees that neither party is implicitly or explicitly providing any representation or warranty to any other party hereunder, it being agreed and understood that all assignments and transfers hereunder are "as is, where is".

9. Amendment; Waiver. No amendment, modification or alteration of the terms or provisions of this Agreement shall be binding on the parties hereto unless the same shall be in writing and duly executed by such parties, except that any of the terms or provisions of this Agreement may be waived in writing at any time by the parties entitled to the benefits of such waived terms or provisions. No waiver of any of the provisions of this Agreement shall be deemed to or shall constitute a waiver of any other provision hereof (whether or not similar). No delay on the part of any party in exercising any right, power or privilege hereunder shall operate as a waiver thereof.

10. Severability. Any provision of this Agreement which is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof. Any such prohibition or unenforceability in any jurisdiction shall not invalidate or render unenforceable such provision in any other jurisdiction.

11. Headings. Section headings contained herein are for convenience of reference only and shall in no way affect the meaning or interpretation of the terms and provisions hereof.

12. Counterparts. This Assignment may be executed in any number of counterparts (including by facsimile or .pdf), each of which shall be considered an original and all of which taken together constitute one and the same instrument.

*[remainder of page intentionally left blank]*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed as of the date first above written.

**ASSIGNOR:**

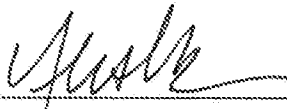
**ASSIGNEE:**

**SOUTHERN GRAPHIC SYSTEMS, LLC**

**KWIKEE SERVICES LLC**

By: Southern Graphic Systems, LLC, its sole member

By



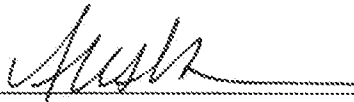
Name:

JUSTIN SCHAUER

Title:

Vice President, General Counsel  
AND SECRETARY

By



Name:

JUSTIN SCHAUER

Title:

Vice President, General Counsel AND  
SECRETARY

*{Signature Page to Intellectual Property Assignment Agreement}*

**TRADEMARK**  
**REEL: 006919 FRAME: 0022**

**SCHEDULE A  
ASSIGNED TRADEMARKS**

<b>Mark</b>	<b>Jurisdiction</b>	<b>Application Date</b>	<b>Application Number</b>	<b>Registration Date</b>	<b>Registration Number</b>
KWIKEE	US	App 14-JAN-2009	App 76695308	Reg 23-MAR-2010	Reg 3761957
KWIKEE	US	App 24-JUN-1968	App 72301239	Reg 21-JUL-1970	Reg 0895218
MULTIAD	US	App 20-FEB-2002	App 76372417	Reg 01-JUL-2003	Reg 2731474
MULTIAD	US	App 20-FEB-2002	App 76372423	Reg 28-OCT-2003	Reg 2777370
KWIKEE	US State – Ohio	--	--	30-JUN-2016	3918472
KWIKEE	US State – Ohio	--	--	08-APR-2016	3888495

**SCHEDULE B  
ASSIGNED DOMAIN NAMES**

<b>Domain Name</b>
alaskaseafoodassets.com
creatorselect.com
htbcustomizer.com
ikwikee.com
kwikeeapi.com
kwikeebrands.com
kwikeenet.com
kwikeepog.com
kwikeeretail.com
kwikeesgsco.com
kwikeesys.com
kwikeesystem.com
kwikeevendor.com
lubeadcreator.com
millercoorsgraphiclibrary.com
multiad.com
multiadsolutions.com
mykwikee.com
productimagecloud.com
sgskwikee.com
shelladcreator.com
kwikee.com
quikee.com
kwikeeclient.com
kwikeeclients.com
kwikeecontent.com
kwikeesystems.com
multi-ad.com
kwikeelabs.com



**SCHEDULE C  
ASSIGNED COPYRIGHTS**

<b>Title</b>	<b>Registration No.</b>	<b>Registration Date</b>
Group Registration of an Automated Database titled "Kwikee," published April 1, 2016 to June 30, 2016.	VA002032778	8/1/2016
Group Registration of an Automated Database titled "Kwikee," published January 1, 2016 to March 31, 2016.	VA002051198	4/26/2016
Group Registration of an Automated Database titled "Kwikee," published July 1, 2015 to September 30, 2015	VA002051179	4/26/2016
Group Registration of an Automated Database titled "Kwikee," published October 1, 2015 to December 31, 2015	VA002051184	4/26/2016
Kwikee auto aftermarket system 1999 annual	TX0004981312	5/14/1999
Kwikee systems image & data network shelf management content (14 disks)	TX0004931746	5/17/1999
Kwikee systems image & data network, master index, 4-color images, black & white images	TX0004903803	5/18/1999
Kwikee systems image & data network PC compatible CD-ROM library (34 disks)	TX0004974673	5/18/1999
Kwikee image & data network on line presentation images (3 disks)	TX0004981290	5/18/1999
Kwikee systems image & data network CD-Rom Library's (57 disks)	TX0005356519	1/26/2001
Kwikee systems image & data network shelf management CD-Rom library (13 disks)	TX0005356518	1/26/2001
2000 Kwikee auto advertising system volume 4	TX0005343893	1/26/2001
2000 Kwikee auto advertising system CD and CD pictorial index volume 3	TX0005317185	1/26/2001
2000 Kwikee auto advertising system CD and CD pictorial index volume 4	TX0005317188	2/5/2001
Kwikee systems image & data network, black & white images printed reference materials	TX0005354521	1/26/2001
Kwikee systems image & data network, 4-color images printed reference materials	TX0005222967	1/26/2001
Kwikee auto aftermarket system 2000 annual	TX0005309852	1/30/2001
Kwikee image & data network on line presentation images ( 3 disks)	TX0005409090	1/30/2001
Kwikee systems image & data network advertising CD-ROM library	TX0005446869	12/14/2001
Kwikee systems image & data network, black & white images printed reference materials	TX0005456482	12/14/2001
Kwikee systems image & data network, 4-color images printed reference materials	TX0005464209	12/13/2001
Kwikee systems image & data online/ presentation library	TX0005436425	12/14/2001
Kwikee systems image & data network shelf management CD-ROM library (13 disks)	TX0005436628	12/14/2001
Kwikee systems 2003 volume I color reference	VA0001244638	1/30/2004
Kwikee systems 2003 volume II color and black and white reference	VA0001220091	2/18/2004
Kwikee systems 2003 volume III color and black and white reference	VA0001232804	1/30/2004
Kwikee systems 2003 volume IV color and black and white reference	VA0001232805	1/30/2004
Kwikee systems 2002 automated database	TX0005830253	4/12/2002
Kwikee systems 2004 volume I color reference	VA0001249356	4/16/2004
Kwikee systems 2005 pictorial black & white reference book	VA0001315120	4/20/2005
Kwikee systems 2005 pictorial color reference book	VA0001338008	4/20/2005
Kwikee systems 2006 PC CD-ROM library shelf management	VA0001392846	12/15/2006

<b>Title</b>	<b>Registration No.</b>	<b>Registration Date</b>
Kwikee systems 2006 PC CD-ROM library	VA0001388063	12/15/2006
Kwikee systems 2006 pictorial black & white reference book	VA0001392469	12/15/2006
Kwikee systems 2006 pictorial color reference book	VA0001395988	12/15/2006
Kwikee systems pictorial color reference book 1 of 2 March 2008 pages 1-530	VA0001664555	7/3/2008
Kwikee systems pictorial color reference book 2 of 2 March 2008 pages 531-1045	VA0001726337	7/3/2008
Kwikee systems pictorial black & white reference book March 2008 pages 1-561	VA0001726342	7/3/2008
Kwikee systems high-resolution images 2008	VA0001712157	7/7/2008
KwikQuery database & search tool, volume 4	TX0007542340	6/27/2012
Kwikee high-resolution color images 2012, volume 14	VA0001833756	6/27/2012
Kwikee high-resolution black & white images 2012, volume 8	VA0001833835	6/27/2012
Kwikee high-resolution color images 2012, volume 15	VA0001833836	6/27/2012
Kwikee high-resolution black & white images 2012, volume 9	VA0001833838	6/27/2012
Kwikee high resolution color images 2012, volume 17	TX0007620845	10/9/2012
Kwikee KwikQuery database & search tool, volume	TX0007603486	10/4/2012
Kwikee high resolution black & white images 2012, volume 10	TX0007603479	10/4/2012
KwikQuery database & search tool, volume 2	TX0007600858	10/26/2012
2000 KWIKEE auto advertising system GM	TX0005337406	2/13/2001
2000 KWIKEE auto advertising system CD and CD pictorial volume 2	TX0005317189	2/5/2011
2000 KWIKEE auto advertising system volume 3	TX0005337405	2/13/2001
2000 KWIKEE auto advertising system CD and CD pictorial index GM	TX0005317187	2/5/2001
2000 KWIKEE auto advertising system CD and CD pictorial index volume 1	TX0005317186	2/5/2001
KWIKEE auto advertising system volume 2	TX0005337407	2/13/2001
2000 KWIKEE auto advertising system CD and CD pictorial index volume 3	TX0005408183	8/5/2001
2001 KWIKEE auto advertising system CD and CD pictorial index volume 2	TX0005408181	4/3/2001
2001 KWIKEE auto advertising system CD and CD pictorial index volume 1	TX0005460716	4/6/2001
2000 KWIKEE auto advertising system volume 1	TX0005431414	2/13/2001
DVD High-Resolution Index, Volume 212	TX7574027	6/7/2012
Kwikee high resolution color images 2012, volume	VA0001863323	10/3/2012
Kwikee high-resolution black & white images 2011	VA0001811998	12/9/2011
Kwikee high-resolution color images 2011.	VA0001811996	12/9/2011
Group registration of an automated database title Kwikee	VA0001970456	5/14/2015
2000 KWIKEE auto advertising system GM	TX0005337406	2/13/2001