

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM583279

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Independent Traveler, Inc.		06/22/2020	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Smarter Travel Media, LLC		
Street Address:	226 Causeway Street		
Internal Address:	3rd Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02114		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3979693	FAMILY VACATION CRITIC	
Registration Number:	5918175	FAMILY VACATION CRITIC	
Registration Number:	4135844	FAMILY VACATION CRITIC.COM	
Registration Number:	5918167	FAMILY VACATION CRITIC	
CORRESPONDENCE DATA			
Fax Number:	6172613175		
<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:	617-261-3100		
Email:	botrademarks@klgates.com		
Correspondent Name:	Kathleen M. Burch, K&L Gates LLP		
Address Line 1:	One Lincoln Street		
Address Line 2:	State Street Financial Center		
Address Line 4:	Boston, MASSACHUSETTS 02111		
NAME OF SUBMITTER:	Kathleen M. Burch		
SIGNATURE:	/Kathleen M. Burch/		
DATE SIGNED:	06/26/2020		
Total Attachments: 3			

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Assignment**"), dated as of June 22, 2020, is made by and between **The Independent Traveler, Inc.**, a New Jersey corporation having an address at 200 Princeton South Corporate Center, Ewing, New Jersey, 08628 ("**Assignor**"), and **Smarter Travel Media, LLC**, a Nevada limited liability company having an address at 226 Causeway Street, 3rd Floor, Boston, MA 02114 ("**Assignee**").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademarks listed on Schedule 1 attached hereto, including all common law and statutory right, title and interest, together with the goodwill related thereto (collectively, the "Marks");

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Marks and the goodwill of the business in connection with which the aforesaid Marks have been used;

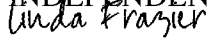
WHEREAS, Assignor has agreed to transfer, convey, assign and set over to Assignee the Marks, including all intellectual property rights and goodwill used in connection with Assignor's business and the Marks;

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably conveys, assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns the entire right, title, and interest of Assignor in and to said Marks, including the right to sue for past infringement, together with the goodwill associated with the Marks.

[SIGNATURES TO FOLLOW ON NEXT PAGE]

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

DocuSigned by:
THE INDEPENDENT TRAVELER, INC.

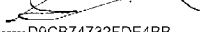
By: 
81377C882E4545E

Name: Linda C. Frazier

Title: Director

AGREED TO AND ACCEPTED:

DocuSigned by:
SMARTER TRAVEL MEDIA, LLC




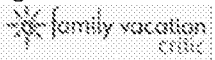
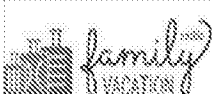
By: 
D9CB74732FDE4BB

Name: Sarah Hodkinson

Title: General Manager

SCHEDULE 1**Assigned Trademarks**

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date
FAMILY VACATION CRITIC	UNITED STATES	3,979,693	06/14/2011
FAMILY VACATION CRITIC & Design 	AUSTRALIA	2007637	12/16/2019
FAMILY VACATION CRITIC & Design 	UNITED KINGDOM	UK00003397438	07/26/2019
FAMILY VACATION CRITIC & Design 	UNITED STATES	5,918,175	11/26/2019
FAMILY VACATION CRITIC & Design 	UNITED STATES	4,135,844	05/01/2012
FAMILY VACATION CRITIC & Design (Color) 	UNITED STATES	5,918,167	11/26/2019