

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM583271

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oyster Travel Corporation		06/22/2020	Corporation: DELAWARE
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: 2			
Property Type	Number	Word Mark	
Registration Number:	3901492	OYSTER	
Registration Number:	4150980	PHOTO FAKEOUT	
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 **Oyster Travel Corporation**, a Delaware corporation having an address at 349 Fifth Avenue, New York, NY 10026 ("**Assignor**"), and Smarter Travel Media, LLC, a Nevada limited liability company located 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

OYSTER TRAVEL CORPORATION


By: 
81377C882F4545F.....

Name: Linda C. Frazier

Title: Director

AGREED TO AND ACCEPTED:

SMARTER TRAVEL MEDIA, LLC

By: 
D9CB74732F9E4BB.....

Name: Sarah Hodkinson

Title: General Manager

SCHEDULE 1**Assigned Trademarks**

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date
OYSTER	CANADA	TMA802838	07/22/2011
OYSTER	EUROPEAN UNION (EUTM)	008834665	11/22/2011
OYSTER	SWITZERLAND	603292	07/28/2010
OYSTER	UNITED STATES	3,901,492	01/04/2011
PHOTO FAKEOUT	CANADA	TMA842447	02/06/2013
PHOTO FAKEOUT	EUROPEAN UNION (EUTM)	009926585	11/29/2011
PHOTO FAKEOUT	SWITZERLAND	620800	09/28/2011
PHOTO FAKEOUT	UNITED STATES	4,150,980	05/29/2012