

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM594286


<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>
Baton Holding LLC		08/21/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bankrate, LLC		
<b>Street Address:</b>	1423 Red Ventures Drive		
<b>City:</b>	Fort Mill		
<b>State/Country:</b>	SOUTH CAROLINA		
<b>Postal Code:</b>	29707		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4124514		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7704347376		
<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>	770-434-6868		
<b>Email:</b>	trademarkdocketing@taylorenghish.com		
<b>Correspondent Name:</b>	Amanda G. Hyland		
<b>Address Line 1:</b>	1600 Parkwood Circle, Suite 200		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30339		
<b>NAME OF SUBMITTER:</b>	Amanda G. Hyland		
<b>SIGNATURE:</b>	/AGH/		
<b>DATE SIGNED:</b>	08/26/2020		
<b>Total Attachments: 2</b>			
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## TRADEMARK ASSIGNMENT AGREEMENT

Effective as of August 21, 2020 (the "Effective Date"), Baton Holding, LLC (hereinafter referred to as "Assignor"), enters into this Trademark Assignment Agreement with Bankrate, LLC (hereinafter referred to as "Assignee"), subject to the terms and conditions set forth herein.

WHEREAS, Assignor is the owner of the following trademark ("the Mark"), together with any goodwill of the business symbolized thereby in connection with the goods and/or services on which the Marks are used:

Mark	Reg. No.
	4124514

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title and interest in and to the Marks as of the Effective Date.

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) or other good and valuable consideration, the receipt and sufficiency are hereby acknowledged, the parties agree as follows:

1. Assignor hereby irrevocably and unconditionally conveys, sells, assigns, delivers, and transfers to Assignee, and Assignee hereby accepts, Assignor's entire worldwide right, title and interest of whatever kind in and to the Marks, together with all the goodwill of the business associated therewith and symbolized thereby, and any trademark registrations and trademark applications Assignor has filed in the United States Patent and Trademark Office and in any foreign countries with respect to the Marks, along with any priorities, rights or registrations resulting therefrom; and any and all rights and causes of action to recover and retain past, present, or future damages, royalties, fees, profits, or other relief, including equitable or injunctive relief, arising from infringement of the Marks by a third party and to which Assignor is or would have been entitled had the Assignment not been made. The parties hereto specifically acknowledge and agree that in connection with the assignment of the Marks, Assignee is the successor to the business of the Assignor to which the Marks pertain, and that business is ongoing and existing.
2. Assignor agrees, for itself and its successors, with said Assignee and its successors and assigns, but at Assignee's or their expense and charges, hereafter to execute all applications, amended specifications, deeds or other instruments, and to do all acts necessary or proper to secure the grant of registered trademarks and service marks in the United States and in all other countries to Assignee, in such form as shall be approved by the counsel of Assignee and to vest and confirm in Assignee its successors and assigns, the legal title to all such trademarks and service marks.

3. The undersigned represents and warrants that he/she has full requisite authority to execute this Assignment on behalf of Assignor and to obligate Assignor to its terms.

ASSIGNOR:  
BATON HOLDING, LLC

DocuSigned by:  
By: Courtney Jeffus  
8BF9850C68914CE...

Name: Courtney Jeffus

Title: President

ASSIGNEE:  
BANKRATE, LLC

DocuSigned by:  
By: Scott Hamer  
9A0344580F8A433...

Name: Scott Hamer

Title: Executive Vice President