

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM594305

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gannett Co., Inc.		08/24/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SweetIQ Analytics Corp.		
Street Address:	1100 Avenue des Canadiens-de-Montréal		
Internal Address:	Suite 150		
City:	Montreal		
State/Country:	CANADA		
Postal Code:	QC, H3B 2S2		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5496034	SWEETIQ	
CORRESPONDENCE DATA			
Fax Number:	2165669711		
<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:	2165669700		
Email:	75628@rankinhill.com		
Correspondent Name:	Randolph E. Digges, III		
Address Line 1:	P.O. Box 1150		
Address Line 4:	Bonita Springs, FLORIDA 34133-1150		
NAME OF SUBMITTER:	Randolph E. Digges, III		
SIGNATURE:	/Randolph E. Digges, III/		
DATE SIGNED:	08/26/2020		
Total Attachments: 1			
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OP \$40.00 5496034

SERVICE MARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of August 24, 2020 from **Gannett Co., Inc.**, a corporation organized under the laws of Delaware (US), hereinafter referred to as "ASSIGNOR", to **SweetIQ Analytics Corp.**, a corporation organized under the laws of Canada, hereinafter referred to as ASSIGNEE:

WHEREAS, ASSIGNOR is the owner of the service marks (the Marks") identified in the table below together with the goodwill of the business symbolized thereby in connection with the services on which the Marks are used ("the Services"):

Mark	Country	Filing Date	Serial No	Registration No.	Registration Date
SWEETIQ	US	September 19, 2017	87/614,014	5,496,034	June 19, 2018
SWEETIQ	CA	December 29, 2017	1875457	TMA1,074,705	March 10, 2020

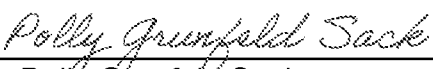
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Services in connection with which the Marks are used and for which they are registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

GANNETT CO., INC.



By: Polly Grunfeld Sack
Senior Vice-President, Secretary
and Chief Legal Officer