

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM596826

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rakuten Commerce, LLC		09/09/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Ebates Performance Marketing, Inc.		
Street Address:	800 Concar Drive		
City:	San Mateo		
State/Country:	CALIFORNIA		
Postal Code:	94402		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5233255	SHOP SMART. REWARD YOURSELF.	
CORRESPONDENCE DATA			
Fax Number:			
<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:	7042456515		
Email:	bdavis@vlplawgroup.com		
Correspondent Name:	Brian Davis		
Address Line 1:	5960 Fairview Rd; Suite 400		
Address Line 4:	Charlotte, NORTH CAROLINA 28210		
NAME OF SUBMITTER:	Brian M. Davis		
SIGNATURE:	/Brian M. Davis/		
DATE SIGNED:	09/10/2020		
Total Attachments: 1			
source=Rakuten Commerce LLC_SHOP SMART REWARD YOURSELF TM Assignment(2574939.1)_2020.09.09#page1.tif			

OP \$40.00 5233255

**ASSIGNMENT OF
INTELLECTUAL PROPERTY RIGHTS**

WHEREAS, Rakuten Commerce, LLC, a Delaware Limited Liability Company (hereinafter referred to as "ASSIGNOR") is the owner of the SHOP SMART. REWARD YOURSELF. mark (hereafter, the "Mark") and the US registration therefor (US Reg. No. 5,233,255, hereafter the "Registration").

WHEREAS, Ebates Performance Marketing, Inc., a Delaware Corporation (hereafter referred to as "ASSIGNEE") is acquiring the Registration and any and all rights (including any goodwill) associated with the Mark owned by ASSIGNOR.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers and sells, unto ASSIGNEE, its legal representatives and assigns, all of ASSIGNOR'S worldwide right, title, interest, associated goodwill, and all rights of action against third parties ASSIGNOR has or may have in the future in and to the Mark, including, without limitation, the Registration and all trademark and service mark rights, trade dress rights and any and all other related intellectual property rights in the Mark, which interests and rights shall be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has caused this Assignment of Intellectual Property rights to be executed effective as of the _____ day of _____, 2020.
9/9/2020 | 16:11:07 PDT

ASSIGNOR:

Rakuten Commerce, LLC

Signature: Takayuki Iwao
Printed Name: Takayuki Iwao
Title: CEO