

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM604217

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TripAdvisor LLC		08/22/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Smarter Travel Media, LLC		
Street Address:	210 Broadway, Suite 202		
City:	Cambridge		
State/Country:	MASSACHUSETTS		
Postal Code:	02139		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4054458	HOLIDAY WATCHDOG	
Registration Number:	5008217	VIRTUALTOURIST	
CORRESPONDENCE DATA			
Fax Number:	7196331518		
<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:	719-473-3800		
Email:	jill.chalmers@bclplaw.com, judi.cope@bclplaw.com		
Correspondent Name:	Jill J. Chalmers		
Address Line 1:	90 South Cascade Avenue, Suite 1300		
Address Line 2:	Bryan Cave Leighton Paisner LLP		
Address Line 4:	Colorado Springs, COLORADO 80903		
ATTORNEY DOCKET NUMBER:	1760333.000003		
NAME OF SUBMITTER:	Jill J. Chalmers		
SIGNATURE:	/jill j. chalmers/		
DATE SIGNED:	10/21/2020		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Assignment"), dated as of August 22, 2020, is made by and between TripAdvisor LLC, a Delaware limited liability company having an address at 400 First Avenue, Needham, MA 02494 ("Assignor"), and Smarter Travel Media, LLC, a Nevada limited liability company located at 210 Broadway, Suite 202, Cambridge, MA 02139 ("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

TripAdvisor LLC

By: _____

Name: S. HOPKINSON

Title: VP / GM

Date: 8/22/20

AGREED TO AND ACCEPTED:

SMARTER TRAVEL MEDIA, LLC

By: _____

Name: Adrian Syng-Clarke

Title: VP of Engineering

Date: 8/21/2020

SCHEDULE 1

Assigned Trademarks

Trademark Registrations

Mark	Jurisdiction	Registration Number and Services	Registration Date
HOLIDAYWATCHDOG	UNITED STATES	<p>4,054,458</p> <p><u>Class 38:</u> Providing on-line electronic bulletin boards for transmission of messages and multimedia among computer users in the field of travel;</p> <p><u>Class 39:</u> Travel information services; providing an on-line computer database in the field of travel information services; providing reviews of travel service providers and travel information regarding travel destinations, tours, and local attractions via computer networks and global information networks; providing an interactive website and searchable database in the field of travel and travel planning;</p> <p><u>Class 42:</u> Computer services, namely, providing search engines for obtaining travel data, information, and reviews via computer networks and global information networks;</p> <p><u>Class 43:</u> Providing travel lodging information services; providing reviews of hotel accommodations via computer networks and global information networks;</p>	11/15/2011

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Mark	Jurisdiction	Registration Number and Services	Registration Date
HOLIDAY WATCHDOG/HOLIDAYWATCHD OG (Series of Two Marks)	UNITED KINGDOM	2540505 Class 35: Providing on-line electronic bulletin boards for transmission of messages and multimedia among computer users in the field of travel; Class 39: Travel information services; providing travel information services via an on-line computer database; providing reviews of travel service providers, travel destinations, tours, and local attractions via computer networks and global information networks; providing travel and travel planning information via an interactive website and searchable database; Class 42: Computer services, namely, providing search engines for obtaining travel data, information, and reviews via computer networks and global information networks; Class 43: Providing lodging information services; providing reviews of hotel accommodations via computer networks and global information networks	06/18/2010
VIRTUALTOURIST	UNITED STATES	5,008,217 Class 39: Transport; packaging and storage of goods	07/26/2016
VIRTUALTOURIST	EU	015689227 Class 39: Transport; packaging and storage of goods	01/30/2018

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