

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM612450

<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>
Splashlight Photographic & Digital Studios LLC		11/17/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Splashlight Holding LLC		
<b>Street Address:</b>	75 Varick Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87942519	CREATIVE INTELLIGENCE	
<b>Serial Number:</b>	88512024	ETHNO.AI	
<b>Serial Number:</b>	88511871	LIIV	
<b>Serial Number:</b>	87942537	PHAAS	
<b>Serial Number:</b>	87942542	SPLASHTAG	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128767934		
<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>	3128768000		
<b>Email:</b>	angelica.pogson@dentons.com		
<b>Correspondent Name:</b>	Dentons US LLP		
<b>Address Line 1:</b>	P.O. Box #061080		
<b>Address Line 2:</b>	Wacker Drive Station, Willis Tower		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>NAME OF SUBMITTER:</b>	Joel N. Bock		
<b>SIGNATURE:</b>	/joel bock/		
<b>DATE SIGNED:</b>	12/04/2020		
<b>Total Attachments: 3</b>			

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## ASSIGNMENT OF TRADEMARKS

WHEREAS, Splashlight Photographic & Digital Studios LLC ("Assignor"), a Delaware limited liability company, having a principal place of business at 75 Varick Street, New York, New York 10013, is the owner of the trademarks identified in Exhibit A (collectively, the "Trademarks");

WHEREAS, Splashlight Holding LLC, a Delaware limited liability company, having a principal place of business at 75 Varick Street, New York, New York 10013 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Trademarks throughout the world, including the right to file applications for registration of such trademarks throughout the world and bring actions for infringement of the Trademarks occurring prior to the date of this Assignment;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby mutually acknowledged, the Assignor has sold, assigned, and transferred, and by these presents does hereby sell, assign, transfer, set over, grant, and convey unto Assignee, its successors and assigns, fully the entire and exclusive rights, title and interest in and to the Trademarks, throughout the world, including but not limited to any applications or registrations therefor, and including the exclusive right of enforcement and choses in action related thereto, including, without limitation, exclusive rights to sue and assert claims for damages by reason of past, present or future infringement of any of the Trademarks, with the exclusive right to sue for, settle, recover, and collect the same, and any and all other corresponding rights that have been, or hereafter may be, secured with respect to the Trademarks, together with that part of the goodwill of the Assignor's business connected with and symbolized by the Trademarks. Assignor further agrees to execute and have executed all documents, instruments and papers and to perform all acts, without any further consideration, as reasonably requested by Assignee, its successors and assigns, to perfect in Assignee, its successors, legal representatives, and assigns, the foregoing rights, title and interests, as reasonably necessary to complete and perfect the transfer of the Trademarks in all countries. Assignor hereby irrevocably constitutes and appoints Assignee the true and lawful attorneys of Assignor, with full power of substitution, in the name of Assignee or in the name of Assignor, but for the benefit and at the expense of Assignee, to take any and all action which Assignee may deem proper in order to fully vest in Assignee the rights, title, and interests hereby assigned and transferred to Assignee or intended so to be. Assignor acknowledges that the foregoing powers are coupled with an interest and are irrevocable.

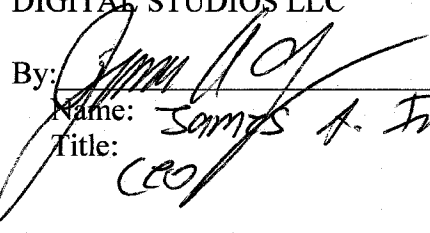
Assignor authorizes and requests the Director of the United States Patent and Trademark Office and/or head of any foreign trademark office to issue all trademark/service mark registrations which may issue on an application for any Trademark or a portion thereof to Assignee, its successors and assigns, in accordance with this Assignment.

This Assignment shall be governed by, and construed in accordance with the laws of the State of New York, United States, without regard to conflicts of law principles.

This Assignment may be executed in two or more counterparts, each of which will be deemed to be an original copy of this Assignment and all of which, when taken together, will be deemed to constitute one and the same agreement. Any signed counterpart of this Assignment may be delivered by facsimile or other form of electronic transmission (e.g., pdf), with the same legal force and effect as delivery of an originally signed agreement.

IN WITNESS WHEREOF, the parties have executed this Assignment effective as of the  
November 17, 2020

SPLASHLIGHT PHOTOGRAPHIC &  
DIGITAL STUDIOS LLC

By:   
Name: James A. Ingram  
Title: CEO

SPLASHLIGHT HOLDING LLC

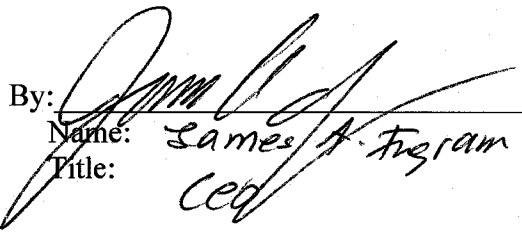
By:   
Name: James A. Ingram  
Title: CEO

Exhibit A

**TRADEMARKS**

Country	Title	Application No.	Registration No.
Madrid Protocol (TM)	CREATIVE INTELLIGENCE	A0081303	1474170
United States of America	CREATIVE INTELLIGENCE	87/942519	
Switzerland	CREATIVE INTELLIGENCE	1474170	1474170
China	CREATIVE INTELLIGENCE	1474170	1474170
European Community	CREATIVE INTELLIGENCE	1474170	1474170
Norway	CREATIVE INTELLIGENCE	1474170	
Singapore	CREATIVE INTELLIGENCE	1474170	40201914045V
United States of America	ETHNO.AI	88/512024	
Madrid Protocol (TM)	ETHNO.AI	A0093218	1532841
Canada	ETHNO.AI	2030758	
China	ETHNO.AI	1532841	1532841
European Community	ETHNO.AI	1532841	
United Kingdom	ETHNO.AI	1532841	
United States of America	LIIV	88/511871	
Madrid Protocol (TM)	LIIV	A0093217	1532456
Canada	LIIV	2030757	
China	LIIV	1532456	
European Community	LIIV		1532456
United Kingdom	LIIV	1532456	
United States of America	PHAAS	87/942537	
Madrid Protocol (TM)	SPLASHTAG	A0081296	1458044
United States of America	SPLASHTAG	87/942542	
Switzerland	SPLASHTAG	1458044	1458044
China	SPLASHTAG	1458044	1458044
European Community	SPLASHTAG	1458044	1458044
Norway	SPLASHTAG	1458044	1458044
Singapore	SPLASHTAG	1458044	40201906904V