

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM618269

<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>
The Search Agency, Inc.		04/01/2015	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AdMax Local, LLC		
<b>Street Address:</b>	10585 Santa Monica Blvd.		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90025		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3888535	ADMAX	
<b>Registration Number:</b>	4034753	MOFUSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	(323) 388-7587		
<b>Email:</b>	Docket@arendsenlaw.com		
<b>Correspondent Name:</b>	Katherine L. McDaniel, Esq.		
<b>Address Line 1:</b>	550 West C Street, Suite 1150		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		
<b>ATTORNEY DOCKET NUMBER:</b>	01434		
<b>NAME OF SUBMITTER:</b>	Katherine L. McDaniel		
<b>SIGNATURE:</b>	/klm/		
<b>DATE SIGNED:</b>	01/04/2021		
<b>Total Attachments: 2</b>			
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## ASSIGNMENT OF TRADEMARKS

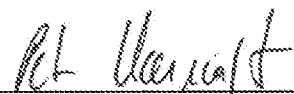
WHEREAS, The Search Agency, Inc., a Delaware corporation (the "*Assignor*"), and AdMax Local, LLC, a Delaware limited liability company (the "*Assignee*"), are parties to the Asset Purchase Agreement dated as April 1, 2015 (the "*Purchase Agreement*"), pursuant to the terms of which the Assignor agreed to sell, transfer, assign and convey to the Assignee all of the Assignor's right, title and interest in the Trademarks, and the goodwill associated with and symbolized by the Trademarks; and

WHEREAS, pursuant to the Purchase Agreement, the Assignee is acquiring the portion of the business to which the Trademarks pertain.

NOW, THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby sells, assigns, transfers and conveys to the Assignee, its successors and assigns, the Assignor's entire right, title, and interest in and to the Trademarks, together with that part of the goodwill of the business connected with and symbolized by the Trademarks, along with all rights and privileges relating thereto including, without limitation, the right, if any, to sue or bring any action for past, present or future infringement of any of the Trademarks.

IN WITNESS WHEREOF, the undersigned authorized representative of the Assignor has hereunto signed his name this 1<sup>st</sup> day of April 2015.

THE SEARCH AGENCY, INC.

By: 

Name: Peter Harrington

Title: Chief Financial Officer

**SCHEDULE 1 TO ASSIGNMENT OF TRADEMARKS**

**TRADEMARKS**

U.S. Trademark Registration No. 3,888,535 for ADMAX

U.S. Trademark Registration No. 4,034,753 for MoFuse