

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM621839

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|---|--|-----------------------|--|
| <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>                     |
| Relion Media Group, LLC   |  | 01/17/2021            | Limited Liability Company:<br>DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |  |
| <b>Name:</b>  | Lead Generation Technologies, LLC                  |                       |  |
| <b>Street Address:</b>  | 848 Liberty Drive                                  |                       |  |
| <b>City:</b>  | Burlington   |                       |  |
| <b>State/Country:</b>   | WISCONSIN  |                       |  |
| <b>Postal Code:</b>   | 53105  |                       |  |
| <b>Entity Type:</b>   | Limited Liability Company: DELAWARE                |                       |  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |  |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |  |
| <b>Registration Number:</b>   | 3970426  | RELION GROUP          |  |
| <b>CORRESPONDENCE DATA</b>  |  |                       |  |
| <b>Fax Number:</b>  | 4142386631   |                       |  |
| <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>   | 4142871244   |                       |  |
| <b>Email:</b>   | cazzalin@vonbriesen.com                            |                       |  |
| <b>Correspondent Name:</b>  | Chad Azzaline                                      |                       |  |
| <b>Address Line 1:</b>  | 411 EAST WISCONSIN AVENUE                          |                       |  |
| <b>Address Line 2:</b>  | SUITE 1000   |                       |  |
| <b>Address Line 4:</b>  | MILWAUKEE, WISCONSIN 53202                         |                       |  |
| <b>NAME OF SUBMITTER:</b>   | Patrick M. Bergin                                  |                       |  |
| <b>SIGNATURE:</b>   | /PMB/  |                       |  |
| <b>DATE SIGNED:</b>   | 01/22/2021   |                       |  |
| <b>Total Attachments: 4</b>   |  |                       |  |
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CH \$40.00 3970426

## TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“Trademark Assignment”), dated as of January 17, 2021 at 11:10 p.m. EST, is made by Relion Media Group, LLC (“Seller”), a Delaware limited liability company, located at 848 Liberty Dr., Burlington, WI 53105, in favor of Lead Generation Technologies, LLC. (“Buyer”), a Delaware limited liability company, located at 848 Liberty Dr., Burlington, WI 53105, the purchaser of certain assets of Seller pursuant to the Bill of Sale and Assignment Agreement between Buyer and Seller dated as of January 17, 2021 (the “Bill of Sale”).

WHEREAS, under the terms of the Bill of Sale, Seller has conveyed, transferred, and assigned to Buyer, among other assets, certain intellectual property of Seller, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably conveys, transfers, and assigns to Buyer all of Seller's right, title, and interest in and to the following:

(a) the trademark registrations and trademark applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the “Assigned Trademarks”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Buyer.


3. Terms of the Bill of Sale. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Bill of Sale, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Bill of Sale shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Bill of Sale and the terms hereof, the terms of the Bill of Sale shall govern.

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

[Signature Page to Follow]


IN WITNESS WHEREOF, Seller has duly executed and delivered this Trademark Assignment as of the date first written above.

RELION MEDIA GROUP, LLC

By:   
Robert Medved, Chief Executive Officer

AGREED TO AND ACCEPTED:

LEAD GENERATION TECHNOLOGIES,  
LLC

By:   
Robert Medved, Chief Executive Officer

[Signature Page to Relion Media Group, LLC Trademark Assignment]

SCHEDULE 1

Assigned Trademarks

Trademark Registrations and Applications

| Mark         | Registration Number | Serial No. | Registration Date |
|--------------|---------------------|------------|-------------------|
| RELION GROUP | 3,970,426           | 85/147,683 | May 31, 2011      |