

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621853

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CRT MidCO, LLC		01/17/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Cannella Media DTC, LLC		
Street Address:	848 Liberty Drive		
City:	Burlington		
State/Country:	WISCONSIN		
Postal Code:	53105		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3970426	RELION GROUP	
Registration Number:	4190037	REPAIR DEFENDER	
Registration Number:	4193860	CARITAS SENIOR HOUSING NETWORK	
Registration Number:	5046382	LIGHTNING IN A BOTTLE	
Registration Number:	4502987	ADMORE	
Registration Number:	3238698	REVSHARE	
Registration Number:	2980366	REVSHARE	
Registration Number:	4516554	LEAD GENERATION TECHNOLOGIES	
Registration Number:	4104220	CRTV CABLE RESPONSE TELEVISION YOUR SOUR	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	4142871244		
Email:	cazzalin@vonbriesen.com		
Correspondent Name:	Chad Azzaline		
Address Line 1:	411 EAST WISCONSIN AVENUE		
Address Line 2:	SUITE 1000		
Address Line 4:	MILWAUKEE, WISCONSIN 53202		

CH \$240.00 3970426

NAME OF SUBMITTER:	Patrick M. Bergin
SIGNATURE:	/PMB/
DATE SIGNED:	01/22/2021
Total Attachments: 4 source=(6) MidCo to DTC Trademark Assignment#page1.tif source=(6) MidCo to DTC Trademark Assignment#page2.tif source=(6) MidCo to DTC Trademark Assignment#page3.tif source=(6) MidCo to DTC Trademark Assignment#page4.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“Trademark Assignment”), dated as of January 17, 2021 at 11:59 p.m. EST, is made by CRT MidCo, LLC (“Seller”), a Delaware limited liability company, located at 848 Liberty Dr., Burlington, WI 53105, in favor of Cannella Media DTC, 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.

CRT MIDCO, LLC

By: 
Robert Medved, Chief Executive Officer

AGREED TO AND ACCEPTED:

CANNELLA MEDIA DTC, LLC

By: 
Robert Medved, Chief Executive Officer

[Signature Page to CRT Midco, 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
REPAIR DEFENDER	4,190,037	85/499,864	August 14, 2012
CARITAS SENIOR HOUSING NETWORK	4,193,860	85/499,932	August 21, 2012
LIGHTNING IN A BOTTLE	5,046,382	86/571,673	September 20, 2016
ADMORE	4,502,987	85/831,463	March 25, 2014
REVSHARE	3,238,698	76/662,288	May 8, 2008
REVSHARE	2,980,366	76/059,423	August 2, 2005
LEAD GENERATION TECHNOLOGIES	4,516,554	76/709,173	April 15, 2014
CRTV CABLE RESPONSE TELEVISION YOUR SOURCE FOR INTERACTIVE SHOPPING (DESIGN)	4,104,220	85/216,320	February 28, 2012