

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM630126

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The American Kennel Club, Inc.		06/12/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	SST Smart Collar, LLC		
Street Address:	850 New Burton Road, Suite 201		
City:	Dover		
State/Country:	DELAWARE		
Postal Code:	19904		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5449018	LINK	
CORRESPONDENCE DATA			
Fax Number:	4078412343		
<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:	407-841-2330		
Email:	adoppelt@allendyer.com		
Correspondent Name:	Ava K. Doppelt, Esq.		
Address Line 1:	255 South Orange Avenue, Suite 1401		
Address Line 4:	Orlando, FLORIDA 32801		
ATTORNEY DOCKET NUMBER:	0131778		
NAME OF SUBMITTER:	Ava K. Doppelt		
SIGNATURE:	/Ava K. Doppelt/		
DATE SIGNED:	03/05/2021		
Total Attachments: 2			
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source=Trademark Assignment#page2.tif			

OP \$40.00 5449018

TRADEMARK ASSIGNMENT

In consideration of the sum of \$1.00, as well as other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, THE AMERICAN KENNEL CLUB, INC. (hereinafter "Assignor") does hereby sell, assign, convey and deliver to SST SMART COLLAR LLC, a Delaware limited liability company (hereinafter "Assignee"), its successors and assigns, Assignor's entire right, title and interests in and to the trademarks identified on Schedule A attached hereto (the "Marks"), together with any goodwill of the business symbolized by the Marks, and all registrations and applications therefor, including any renewals and extensions of the registrations that are or may be secured, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made; together with all income, royalties or payments due or payable with respect to the Marks as of the effective date of this assignment or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed as of this 12 day of June 2019.

ASSIGNOR:

THE AMERICAN KENNEL CLUB, INC.

By: *Joe Baffuto*
Name: Joe Baffuto
Title: Chief Financial Officer

By: *Dennis Sprung*
Name: Dennis Sprung
Title: President & CEO

ASSIGNEE:

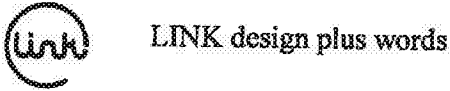
SST SMART COLLAR, LLC

By: _____
Name: Robin P. Bradbury
Title: Manager

1032535

Reviewed by Legal Dept.
for AKC execution
By: *CS*
Date: *6.11.19*

SCHEDULE A

Registered Marks	Registration Number
 The image shows a circular logo with the word "link" written in a lowercase, cursive font. To the right of the logo, the text "LINK design plus words" is written in a standard, uppercase font.	5449018