

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM640344

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|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Ricardo Rainerman | | 12/01/2020 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Inspirato LLC | | |
| Street Address: | 1544 Wazee Street | | |
| City: | Denver | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80202 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5196771 | INSPIRATO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4156753434 | | |
| <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: | 415-675-3400 | | |
| Email: | katherine.keating@bclplaw.com, jill.chalmers@bclplaw.com, judi.cope@bclplaw.com | | |
| Correspondent Name: | Katherine A. Keating | | |
| Address Line 1: | Bryan Cave Leighton Paisner LLP | | |
| Address Line 2: | Three Embarcadero Center, 7th Floor | | |
| Address Line 4: | San Francisco, CALIFORNIA 94111-4070 | | |
| NAME OF SUBMITTER: | Katherine A. Keating | | |
| SIGNATURE: | /kak/ | | |
| DATE SIGNED: | 04/19/2021 | | |
| Total Attachments: 1 | | | |
| source=Inspirato Trademark Assignment#page1.tif | | | |

CH \$40.00 5196771

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement is made and entered into as of December 1, 2020 (the "Effective Date"), by and between Ricardo Rainerman, an individual with an address of 5280 NW 167th Street, Hialeah, Florida 33014 ("Assignor"), and Inspirato LLC, a Delaware limited liability company with an address of 1544 Wazee Street, Denver, Colorado 80202 ("Inspirato").

Assignor is the owner of a federal trademark registration for the mark INSPIRATO (Reg. No. 5,196,771) in connection with "towels; bed sheets; bed blankets; bedspreads; comforters; curtains; drapery; kitchen linens; pillow cases; table linens; and throws" in class 24 and "floor coverings; fabric bath mats; floor mats; textile bath mats; textile floor mats for use in the home; rubber bath mats; rubber mats; rugs; carpets and rugs; carpets, rugs, mats and matting, linoleum for covering existing floors" in class 27 ("the Mark").

Assignor desires to convey, transfer, assign, and deliver to Inspirato all of Assignor's rights, title, and interest in and to the Mark and the goodwill associated therewith and symbolized thereby; and Inspirato desires to acquire the Mark and the goodwill associated therewith and symbolized thereby.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignor hereby conveys, transfers, assigns, and delivers to Inspirato all of Assignor's rights, title, and interest in, to, and under the Mark, including the goodwill symbolized thereby and associated therewith, and all common law rights connected therein, together with all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Mark, and with the right to sue for and collect damages. Assignor makes no representations or warranties in connection with this assignment.

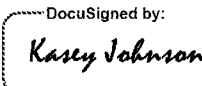
IN WITNESS WHEREOF, Assignor and Inspirato have duly executed this Assignment, effective as of the Effective Date.

RICARDO RAINERMAN

By: 

Date: JANUARY 27, 2021

INSPIRATO LLC

By: 

Name: Kasey K. Johnson
Title: General Counsel & Head of Real Estate
Date: 2/25/2021