

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM647055

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Unata Inc.		04/26/2021	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Maplebear Inc.		
Doing Business As:	Instacart		
Street Address:	50 Beale Street, Suite 600		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	5057261	ONE-TO-ONE OMNI-COMMERCE	
Serial Number:	88162686	UNATA	
Serial Number:	88162710	UNATA	
Serial Number:	88162702	U	
Serial Number:	88162711	U	
Serial Number:	88162706	U	
Serial Number:	88162712	U	
CORRESPONDENCE DATA			
Fax Number:	8586785099		
<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:	212-765-5070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Jenifer deWolf Paine		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	51434-0001001/2		
NAME OF SUBMITTER:	JENIFER DEWOLF PAINE		

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SIGNATURE:	/Jenifer deWolf Paine/
DATE SIGNED:	05/14/2021
Total Attachments: 5 source=Unata Assignment#page1.tif source=Unata Assignment#page2.tif source=Unata Assignment#page3.tif source=Unata Assignment#page4.tif source=Unata Assignment#page5.tif	

TRADEMARK AND DOMAIN NAME ASSIGNMENT AGREEMENT

This Trademark and Domain Name Assignment Agreement ("Assignment") is entered into effective as of October 1, 2018 (the "Effective Date"), between UNATA INC., a Canadian corporation with a business address at 488 Wellington Street West, Suite 300, Toronto, Ontario M5V 1E3, Canada ("Assignor"), and MAPLEBEAR INC. DBA INSTACART, a Delaware corporation with a business address at 50 Beale Street, 6th Floor, San Francisco, CA 94105 ("Assignee") (collectively, the Assignor and the Assignee are referred to as the "Parties").

WHEREAS, Assignor is the owner of the trademarks listed in Schedule A and the goodwill of the business symbolized thereby and associated therewith (the "Marks");

WHEREAS, Assignor is the owner of applications and registrations associated with the Marks listed in Schedule A (the "Applications and Registrations");

WHEREAS, Assignor is the owner of the domain name <www.unata.com> (the "Domain Name"); and

WHEREAS, Assignee is desirous of acquiring all Assignor's right, title, and interest in and to the Marks, the Applications and Registrations, and the Domain Name, and Assignor is desirous of assigning to Assignee all Assignor's right, title, and interest in and to the Marks, the Applications and Registrations, and the Domain Name.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all Assignor's right, title, and interest in and to the Marks, the Applications and Registrations, and the Domain Name, including any common law rights, together with the goodwill of the business symbolized by the Marks, the Applications and Registrations, and the Domain Name, and all rights to damages and profits, due or accrued, arising out of past infringements and the right to sue for and recover the same.


Transfer of Domain Name. Within seven (7) business days following execution of this Assignment, Assignor will effectuate with any registrar the transfer of the Domain Name to Assignee pursuant to the registrar's domain name transfer procedure and furnish and execute any additional documents and information as Assignee or the registrar may require in order to effectuate and establish Assignee's ownership of the Domain Name, including without limitation, appropriate transaction identification numbers, security codes, and authorization codes.

Recordation and Further Assurances. Assignor authorizes Assignee to record and register this Assignment with the United State Patent and Trademark Office, the Canadian Intellectual Property Office, and any other relevant government agencies throughout the world. Assignor will promptly, upon the request of Assignee, execute such other documents and/or instruments of

assignment, transfer, and conveyance as Assignee may reasonably request to permit Assignee to record the assignment made by this instrument or any other documents Assignee may reasonably deem necessary or advisable to effectuate the terms and intent of this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have each executed this Assignment.

MAPLEBEAR INC. DBA INSTACART

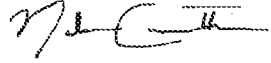
By: 

Name: Morgan Fong

Title: General Counsel

Date: 04 / 26 / 2021

UNATA INC

By: 

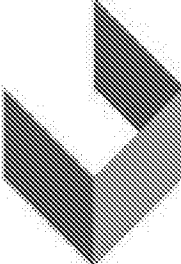
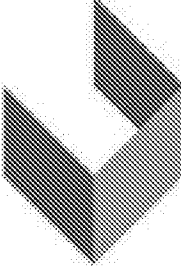

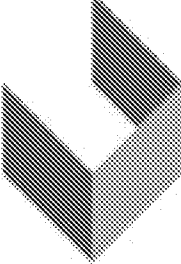
Name: Nilam Ganenthiran

Title: President

Date: 04 / 26 / 2021

SCHEDULE A

MARK	SER/REG NO.	GOODS/SERVICES	COUNTRY
ONE-TO-ONE OMNI- COMMERCE	Reg. No. 5057261	(Int'l Class: 09) computer software and mobile application software for use by others to provide retail and ordering services featuring consumer goods; computer software and mobile application software for use by others to market and advertise to individual customers of retail stores; computer software and mobile application software for email messaging marketing automation, retail analytics, customer analysis, website visitor analysis and website analysis (Int'l Class: 35) providing others with retail and ordering services for consumer goods; providing others with advertising services, namely, dissemination for others of marketing and advertising tailored to individual customers of retail stores (Int'l Class: 42) providing software-as-a-service (saas) services featuring computer software and mobile application software for use by others to provide retail and ordering services featuring consumer goods; providing software-as-a-service (saas) services featuring computer software and mobile application software for use by others to market and advertise to individual customers of retail stores; providing software-as-a-service (saas) services featuring computer software and mobile application software for email messaging marketing automation, retail analytics, customer analysis, website visitor analysis and website analysis	USA
UNATA	Ser. No. 88162686	(Int'l Class: 35) Providing others with retail and ordering services for consumer goods; providing others with advertising services, namely, dissemination for others of marketing and advertising tailored to individual customers of retail stores	USA
UNATA	Ser. No. 88162710	(Int'l Class: 42) Providing software-as-a-service (SaaS) services featuring computer software and mobile application software for use by others to provide retail and ordering services featuring	USA

		consumer goods; providing software-as-a-service (SaaS) services featuring computer software and mobile application software for use by others to market and advertise to individual customers of retail stores; providing software-as-a-service (SaaS) services featuring computer software and mobile application software for email messaging marketing automation, retail analytics, customer analysis, website visitor analysis and website analysis	
	Ser. No. 88162702	(Int'l Class: 35) Providing others with retail and ordering services for consumer goods; providing others with advertising services, namely, dissemination for others of marketing and advertising tailored to individual customers of retail stores	
	Ser. No. 88162711	(Int'l Class: 42) Providing software-as-a-service (SaaS) services featuring computer software and mobile application software for use by others to provide retail and ordering services featuring consumer goods; providing software-as-a-service (SaaS) services featuring computer software and mobile application software for use by others to market and advertise to individual customers of retail stores; providing software-as-a-service (SaaS) services featuring computer software and mobile application software for email messaging marketing automation, retail analytics, customer analysis, website visitor analysis and website analysis	
	Ser. No. 88162706	(Int'l Class: 35) Providing others with retail and ordering services for consumer goods; providing others with advertising services, namely, dissemination for others of marketing and advertising tailored to individual customers of retail stores	
	Ser. No. 88162712	(Int'l Class: 42) Providing software-as-a-service (SaaS) services featuring computer software and mobile application software for use by others to provide retail and ordering services featuring consumer goods; providing software-as-a-service (SaaS) services featuring computer software and mobile application software for use by others to market and advertise to	

		individual customers of retail stores; providing software-as-a-service (SaaS) services featuring computer software and mobile application software for email messaging marketing automation, retail analytics, customer analysis, website visitor analysis and website analysis	
ONE-TO-ONE OMNI- COMMERCE	Reg. No. TMA935637	(Int'l Class: 9, 35, 38, 42) Goods: (1) Computer software and mobile application software for use by others to provide retail and ordering services featuring consumer goods; Computer software and mobile application software for use by others to market and advertise to individual customers of retail stores; Computer software and mobile application software for internet marketing, business research and business intelligence, namely email messaging software, software for use in marketing automation, retail analytics, customer analysis, website visitor analysis and website analysis. Services: (1) Providing others with retail and ordering services for consumer goods; Providing others with advertising services, namely dissemination for others of marketing and advertising tailored to individual customers of retail stores; Providing others with internet marketing services, business research services and business intelligence services, namely, for retail analytics, email messaging, marketing automation, customer analysis, website visitor analysis and website analysis; Providing software-as-a-service (SaaS) services featuring computer software and mobile application software for use by others to provide retail and ordering services featuring consumer goods; Providing software-as-a-service (SaaS) services featuring computer software and mobile application software for use by others to market and advertise to individual customers of retail stores; Providing software-as-a-service (SaaS) services featuring computer software and mobile application software for internet marketing, business research and business intelligence, namely email messaging software, software for use in marketing automation, retail analytics, customer analysis, website visitor analysis and website analysis.	Canada