

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM649023

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Narae Enterprises, Inc.		08/01/2020	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Dealtaker, LLC		
Street Address:	340 Third Street		
City:	Castle Rock		
State/Country:	COLORADO		
Postal Code:	80104		
Entity Type:	Limited Liability Company: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3145419	DEALTAKER	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2122460900		
Email:	jdore@kleinmoynihan.com		
Correspondent Name:	John C. Dore		
Address Line 1:	450 7th Avenue		
Address Line 2:	40th Floor		
Address Line 4:	New York, NEW YORK 10123		
NAME OF SUBMITTER:	John Dore		
SIGNATURE:	/John Dore/		
DATE SIGNED:	05/24/2021		
Total Attachments: 3			
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OP \$40.00 3145419

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”) is made and entered into as of August 1, 2020 (“**Effective Date**”) by **NARAE ENTERPRISES, INC.**, the full post office address of whose principal office or place of business is 3660 Ranchero Road, Plano, Texas 75093 (“**Assignor**”), in favor of **DEALTAKER, LLC**, the full post office address of whose principal office or place of business is 340 Third Street, Castle Rock, Colorado 80104 (“**Assignee**”)

WHEREAS, Assignor is the owner of the trademark set forth on Schedule “A” attached hereto (the “**Trademark**”); and

WHEREAS, Assignee is desirous of acquiring the whole right, title and interest in and to the Trademark, together with the goodwill associated with the Trademark, and the goodwill of the business associated with the Trademark, including all rights to sue for past, present and future infringement and passing-off of the Trademark.

NOW, THEREFORE, Assignor and Assignee hereby agree as follows:

1. Assignment. Assignor hereby irrevocably assigns, transfers and conveys to Assignee, and Assignee hereby accepts, all of Assignor’s right, title, and interest in the United States and throughout the world in and to the Trademark, together with all of the goodwill associated with the Trademark, and the goodwill of the business associated with the Trademark, including without limitation the accompanying registrations of the Trademark, the goodwill associated therewith, and all rights to sue for past, present and future infringement and passing-off of the Trademark (including the right to retain any damages or profits awarded as a result of such action or other proceeding).


2. Further Actions. Following the date hereof, Assignor shall take all such steps and actions, and provide to Assignee, Assignee’s successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), reasonably requested by Assignee to more fully and effectively carry out the purposes of this Assignment.

3. Miscellaneous. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. This Assignment and any claim, controversy, dispute, or cause of action based upon, arising out of, or relating to this Assignment, shall be governed by and construed in accordance with the laws of the State of Delaware without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or otherwise).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed and delivered by their duly authorized representatives effective as of the Effective Date.

NARAE ENTERPRISES, INC.



Name: Neal Rana
Title: CEO

DEALTAKER, LLC

By: Digital Media Solutions, LLC, its sole member



Name: Joseph Marinucci
Title: Chief Executive Officer

SCHEDULE "A"

Trademark	Country	Registration Number	Date of Application	Date of Registration
DealTaker	USA	3145419	Oct. 25, 2005	Sep. 19, 2006