

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM652041

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Altruistic, Inc.		06/05/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	BFM, LLC		
Street Address:	2051 Bridge View Court		
City:	North Myrtle Beach		
State/Country:	SOUTH CAROLINA		
Postal Code:	29582		
Entity Type:	Limited Liability Company: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87389685	BOUNCE	
Registration Number:	5658003	BOUNCE	
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:	6176999340		
Email:	christine.baker@fisherbroyles.com		
Correspondent Name:	Christine M. Baker		
Address Line 1:	470 Atlantic Avenue		
Address Line 2:	4th Floor, c/o Fisher Broyles, LLP		
Address Line 4:	Boston, MASSACHUSETTS 02210		
ATTORNEY DOCKET NUMBER:	015281.T001US		
NAME OF SUBMITTER:	CHRISTINE M. BAKER		
SIGNATURE:	/cmbaker/		
DATE SIGNED:	06/06/2021		
Total Attachments: 1			
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OP \$65.00 87389685

TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS, Altruistic, Inc., a corporation organized under the laws of Delaware with an address of P.O. Box 262490, San Diego, CA 92196-2490 (hereinafter "Assignor"), owns the Mark BOUNCE ("Mark") that is the subject of U.S. Trademark/Service Mark Registration No 5,658,003 and U.S. Trademark/Service Mark Application No. 87389685; and

WHEREAS, BFM, LLC, a limited liability company organized under the laws of South Carolina with an address of 2051 Bridge View Court, North Myrtle Beach, SC 29582 ("Assignee") desires to acquire all rights, title and interest in the Mark and U.S. Trademark/Service Mark Registration No. 5,658,003 and U.S. Trademark/Service Mark Application No. 87389685 and the entire business of the Assignor to which the Mark pertains, together with the goodwill associated with the Mark, and obtain an assignment of U.S. Trademark/Service Mark Registration No. 5,658,003 and U.S. Trademark/Service Mark Application No. 87389685;

Now, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, conveys and transfers to Assignee, its successors and assigns all of its rights, title, interest, ownership and subsidiary rights, if any, to the Mark and U.S. Trademark/Service Mark Registration No. 5,658,003 and U.S. Trademark/Service Mark Application No. 87389685, the entire business of the Assignor to which the Mark pertains and the goodwill of the business symbolized by the Mark, as well as the right to sue, counterclaim, recover damages for past, present, and future infringement, misappropriation, or dilution of the rights assigned to the Assignee hereunder.

Altruistic, Inc.

A handwritten signature in black ink, appearing to read 'Mark Potter', written over a horizontal line.

Name: Mark Potter

Title: Founder & Chief Executive Officer

Date: June 5, 2021