

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM668167

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/17/2021

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Purple Revenue, LLC		03/17/2021	Limited Liability Company: FLORIDA

RECEIVING PARTY DATA

Name:	Salty Dot, Inc.
Street Address:	1389 Center Drive, Suite 200
City:	Park City
State/Country:	UTAH
Postal Code:	84098
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	6090612	PURPLE
Registration Number:	6095152	PURPLE.INSURANCE

CORRESPONDENCE DATA

Fax Number:

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.

Email: jon.milgrom@milgromlaw.com

Correspondent Name: Jonathan Milgrom

Address Line 1: 1550 Larimer Street # 503

Address Line 4: Denver, COLORADO 80202

NAME OF SUBMITTER:	Jonathan Milgrom
SIGNATURE:	/Jonathan Milgrom/
DATE SIGNED:	08/17/2021

Total Attachments: 4

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Trademark Assignment**"), dated as of March 17, 2021 is made by Purple Revenue, LLC ("**Assignor**"), a Florida limited liability company located at 1465 Braman Ave., Ft. Myers, Florida 33901, in favor of Salty Dot, Inc. ("**Assignee**"), a Delaware corporation, located at 90 South 400 West, Suite 300, Salt Lake City, Utah 84101.

WHEREAS, in accordance with the Asset Purchase Agreement between Assignor and Assignee which is hereby incorporated and acknowledged, Assignor desires to convey, transfer, and assign to Assignee certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office and Assignee desires to acquire such intellectual property rights.

NOW THEREFORE, Assignor and Assignee agree as follows:

1. Assignment. For one dollar (\$1) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee all of Assignor's right, title, and interest in and to the following:

(a) the trademark registrations and trademark applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, upon Assignee's reasonable request, and at Assignee's sole cost and expense, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee.

3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, email, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.


4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action whether in contract, tort, or otherwise based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Utah, without giving effect to any choice or conflict of law provision.

[signature page follows]

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date first written above.

Purple Revenue, LLC

By: 
_____ James R. Maxfield IV, CEO

AGREED TO AND ACCEPTED:

Salty Dot, Inc.

By: 
Adrian Hummel, Secretary

SCHEDULE 1

Assigned Trademarks

Mark	Jurisdiction	Registration Number	Registration Date
PURPLE	US	6090612	Jun. 30, 2020
PURPLE.INSURANCE	US	6095152	Jul. 7, 2020