

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM669176

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Bark, Inc.		06/30/2021	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Kinship Partners, Inc.		
Street Address:	190 3rd Avenue		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11217		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3353277	BARK	
Registration Number:	2580816	DOG IS MY CO-PILOT	
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>			
Email:	Mars.Trademarks@effem.com		
Correspondent Name:	Lynn Hsu		
Address Line 1:	930 West Evergreen Avenue		
Address Line 2:	Mars Goose Island		
Address Line 4:	Chicago, ILLINOIS 60642		
NAME OF SUBMITTER:	Lynn Hsu		
SIGNATURE:	/Lynn Hsu/		
DATE SIGNED:	08/20/2021		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT AGREEMENT

June 30, 2021

WHEREAS, The Bark, a California corporation, located and doing business at 2810 8th Street, Berkeley, California 94710 (“*Assignor*”) is the owner of the entire right, title, interest and goodwill in and to all of its trademarks, either registered, pending or at common law, including, without limitation, the trademarks identified on Schedule A attached hereto (collectively, the “*Trademarks*”);

WHEREAS, Kinship Partners, Inc., a Delaware corporation, having a mailing address at 190 3rd Avenue, Brooklyn, New York 11217 (“*Assignee*”), is desirous of acquiring the Trademarks; and

WHEREAS, Assignee desires to acquire the Trademarks and Assignor desires to sell the Trademarks to Assignee pursuant to that certain Asset Purchase Agreement, dated as of the date hereof.

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, Assignor’s entire worldwide right, title and interest in and to, including any and all common law rights thereto, as well as the goodwill of the business symbolized by, the Trademarks, as well as any related trademark registrations, trade names, service marks, and/or trademark applications; together with all renewals thereof; all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past or future infringements thereof; and any and all United States and/or foreign trademark (or service mark) registrations which may be issued on same in the future.

Together with Assignor’s worldwide right, title and interest in and to each of the Trademarks, as well as the goodwill of the business associated with said Trademarks being assigned to Assignee, are the rights to police, monitor and enforce said Trademarks against any and all past, current and future infringements (including, without limitation, the right to sue for and collect damages caused by any such infringement) which may have occurred at any time in the unlimited past, up to the date of this present Trademark Assignment Agreement, together with any and all further privileges in the United States and throughout the world to establish use, ownership, and registration of the Trademarks.

Assignor hereby covenants and warrants that, with respect to each Trademark, it has the full right to convey its above-described right, title, interest and goodwill by this instrument, free of any encumbrances. Assignor further covenants and warrants that no other agreement has been or will be executed in conflict herewith.

Assignor agrees to perform all affirmative acts which may be necessary or desirable to record or perfect the above-described transfer of Trademark rights, or to secure registration before the United States Patent and Trademark Office or any foreign trademark office, at Assignee’s expense, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Trademarks, again at Assignee’s expense.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, to issue any and all trademark and service mark registrations, amended registrations and renewals that have been or may be granted upon any application or petition for same, to Assignee, and Assignee’s successors and/or assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of

recordation by the United States Patent and Trademark Office or the Trademark Office of any other country throughout the world.

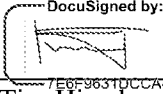
This Trademark Assignment Agreement may be executed in one or more counterparts (including electronically), each of which when executed shall be deemed to be an original, but all of which together shall constitute one and the same instrument.

* * * * *

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment Agreement as of the first date set forth above.

ASSIGNEE:

KINSHIP PARTNERS, INC.

By:  _____
Name: Tim Hirsch
Its: Secretary

ASSIGNOR:

THE BARK

By: _____
Name: Claudia Kawczynska
Its: President _____

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment Agreement as of the first date set forth above.

ASSIGNEE:

KINSHIP PARTNERS, INC.

By: _____
Name: Tim Hirsch
Its: Secretary

ASSIGNOR:

THE BARK

By: ^{DocuSigned by:} *Claudia Kawczynska* _____
Name: 71C537B08C0D4CF
Its: President _____

SCHEDULE A

TRADEMARK REGISTRATIONS

Trademark	Goods and Services	Filing Date	Status	Registration Number
Bark (word mark)	Printed publications, namely, magazines, newsletters, books and books in the form of anthologies in the field of dogs.	August 31, 2004	Registered	3353277
DOG IS MY CO-PILOT (word mark)	T-shirts.	March 21, 2000	Registered	2580816