

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM670122

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KeepItSafe, Inc.		08/24/2021	Corporation:
RECEIVING PARTY DATA			
Name:	Mudhook Marketing, Inc.		
Street Address:	700 S. Flower St., 15th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90017		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87179013	SUGARSYNC LENS	
Serial Number:	87209136	SUGARSYNC LENS	
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:	alyssa_kaplun@ziffdavis.com		
Correspondent Name:	Alyssa Kaplun		
Address Line 1:	114 5th Avenue		
Address Line 2:	15th Floor		
Address Line 4:	New York, NEW YORK 10011		
NAME OF SUBMITTER:	Alyssa Kaplun		
SIGNATURE:	/Alyssa Kaplun/		
DATE SIGNED:	08/25/2021		
Total Attachments: 2			
source=Sugarsync Lens Trademark Assignment from KeepItSafe to Mudhook Marketing#page1.tif			
source=Sugarsync Lens Trademark Assignment from KeepItSafe to Mudhook Marketing#page2.tif			

OP \$65.00 87179013

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), entered into on August 24, 2021, is made by and between KeepItSafe, Inc. with an address of 700 S. Flower St., 15th Floor, Los Angeles, CA 90017 ("Assignor") and Mudhook Marketing, Inc. with an address of 700 S. Flower St., 15th Floor, Los Angeles, CA 90017 ("Assignee").

The parties wish to execute this Assignment for purposes of transferring the Trademarks in Schedule A and file the Assignment with the United States Patent and Trademark Office, and any other applicable trademark offices outside of the United States, as may be necessary to effectuate the assignment and transfer of the Trademarks to Assignee.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Assignor hereby contributes, conveys, transfers, assigns and delivers to Assignee all of its right, title and interest in and to (a) each of the Trademarks; (b) the goodwill of the business symbolized by and associated with the Trademarks; (c) all applications and registrations for the Trademarks; (d) all rights to proceeds, including, without limitation, damages, claims, income, payments and royalties, whether presently existing or hereafter arising, arising out of or related to the Trademarks; (e) all claims, demands and causes of action (in law or in equity) for past, present and future damages arising out of or relating to infringement of the Trademarks; and (f) all rights to sue, counterclaim, and recover for past, present and future infringement arising out of or relating to the Trademarks.
2. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose duty is to register and record ownership of trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of Assignor's rights in the Trademarks.
3. Assignor hereby acknowledges and agrees that from and after the date hereof, the Assignee shall be the exclusive owner of the Trademarks.
4. This Assignment shall be construed in accordance with and governed by the laws of the State of New York, without regard to its choice of law rules.
5. This Assignment (including Schedules thereto) constitutes the entire agreement between the parties, and it supersedes any and all prior or contemporaneous communications, representations, proposals, agreements, and understandings between the parties.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly authorized and executed as of the date hereof.

KeepItSafe, Inc. ("Assignor")

DocuSigned by:
By: Robert Taylor
Name: Robert Taylor
5D46CEDABB364DA...

Title: Associate General Counsel

Mudhook Marketing, Inc. ("Assignee")

DocuSigned by:
By: Robert Taylor
Name: Robert Taylor
5D46CEDABB364DA...

Title: Associate General Counsel

Schedule A

Trademarks

Trademark	Country	Registration Number
SUGARSYNC LENS	United States	87179013
SUGARSYNC	United States	87209136