

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM663533

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Priority Fulfillment Services, Inc.		05/01/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LiveArea, Inc.		
<b>Street Address:</b>	505 Millenium Dr		
<b>City:</b>	Allen		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75013		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 12</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90318820	PRODUCT PLAYGROUND	
<b>Serial Number:</b>	90318829	IGNITE DESIGN	
<b>Serial Number:</b>	90318836	LIVEAREA	
<b>Serial Number:</b>	90318814	NXT INTELLIGENCE	
<b>Registration Number:</b>	4979556	LIVEAREA	
<b>Registration Number:</b>	4979557	LIVEAREA	
<b>Registration Number:</b>	4771946	LIVEAREA LABS A PFSWEB COMPANY	
<b>Registration Number:</b>	4767703	LIVEAREA LABS A PFSWEB COMPANY	
<b>Registration Number:</b>	4767702	LIVEAREA LABS A PFSWEB COMPANY	
<b>Registration Number:</b>	3984845	LIVEAREALABS	
<b>Registration Number:</b>	5313161	LIVEAREA PFS AGENCY	
<b>Registration Number:</b>	5313162	LIVEAREA PFS AGENCY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2147648389		
<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>			
<b>Phone:</b>	2143676000		
<b>Email:</b>	claudia@klemchuk.com		
<b>Correspondent Name:</b>	Claudia Alvarado / Klemchuk LLP		

OP \$315.00 90318820

TRADEMARK

**Address Line 1:** 8150 N Central Expressway, 10th FL  
**Address Line 4:** Dallas, TEXAS 75206

**NAME OF SUBMITTER:** Claudia Alvarado

**SIGNATURE:** /Claudia Alvarado/

**DATE SIGNED:** 07/29/2021

**Total Attachments: 9**

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**TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement (this "Agreement") is made by and between Priority Fulfillment Services, Inc., a Delaware corporation ("Assignor"), and LiveArea, Inc., a Delaware corporation with a business address at 505 Millenium Dr., Allen, TX 75013 (the "Company").

**W I T N E S S E T H:**

WHEREAS, Assignor has adopted, used, and registered several trademarks as listed in Exhibit A attached hereto; (the "Marks"); and

WHEREAS, the Company is a and a wholly-owned subsidiary of Assignor; and

WHEREAS, pursuant to the Assignment, Distribution and Contribution Agreement dated May 1, 2021 (the "ADCA"), Assignor has agreed to assign and the Company has agreed to acquire all of Assignor's right, title, and interest in and to the Marks, both registered and common law, the goodwill of the business symbolized thereby and associated therewith, and the right to recover damages and profits for past infringement thereof; and

WHEREAS, the Company is a successor to a portion of Assignor's business to which the Marks pertain; and

WHEREAS, the Company agrees to maintain the Marks, and take over enforcing the Marks; and

NOW, THEREFORE, in consideration of these premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns, transfers, and conveys unto the Company all of Assignor's right, title, and interest in and to the Marks, both registered and common law, the goodwill of the business symbolized thereby and associated therewith, and the right to recover damages and profits for past infringement thereof.

2. This Agreement shall be governed by and construed in accordance with the laws of the United States of America and of the State of Texas.

\*\*\*Signature page follows\*\*\*

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment effective as of May 1, 2021.

*Assignor:*

**PRIORITY FULFILLMENT SERVICES, INC.**


By: DocuSigned by:  
**Thomas Madden**  
BBE080FF32B04F7...

Name: Thomas J. Madden

Title: Chief Financial Officer

*Company:*


**LIVEAREA, INC.**


By: DocuSigned by:  
  
DE7A0A9B3E9AA29...

Name: James Butler

Title: President

EXHIBIT A  
to  
Trademark Assignment Agreement




Trademark	Jurisdiction	App. No./ Reg No.	Appl. Date / Reg. Date	Goods & Services
LIVEAREA	India	4783969 /	Dec 16, 2020 /	<p>IC 035: Creative marketing design services; marketing research services; consumer research; consumer marketing research and consulting related thereto; consumer strategy business consulting in the fields of marketing, sales, operation, and product design particularly specializing in the use of analytic models for the understanding and predicting of consumer, business, and retail market trends and actions; consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; marketing and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; analyzing and compiling business data for market research and product research and development purposes and determining the perceived image of products; business consulting services, namely, providing assistance in development of business strategies and creative ideation</p> <p>IC 042: Product innovation and design consulting services; product research; product research and development consultation; design and testing for new product development; advisory services in the field of product development and quality improvement</p>
 Product Playground	USA	90318820 /	Nov 13, 2020 /	<p>IC 035: Creative marketing design services; marketing research services; consumer research; consumer marketing research and consulting related thereto; consumer strategy business consulting in the fields of marketing, sales, operation, and product design particularly specializing in the use of analytic models for the understanding and predicting of consumer, business, and retail market trends and actions; consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; marketing and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; analyzing and</p>


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				<p>compiling business data for market research and product research and development purposes and determining the perceived image of products; business consulting services, namely, providing assistance in development of business strategies and creative ideation</p> <p>IC 042: Product innovation and design consulting services; product research; product research and development consultation; design and testing for new product development; advisory services in the field of product development and quality improvement</p>
 Ignite Design	USA	90318829 /	Nov 13, 2020 /	<p>IC 035: Creative marketing design services; marketing research services; consumer research; consumer marketing research and consulting related thereto; consumer strategy business consulting in the fields of marketing, sales, operation, and product design particularly specializing in the use of analytic models for the understanding and predicting of consumer, business, and retail market trends and actions; consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; marketing and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; analyzing and compiling business data for market research and product research and development purposes and determining the perceived image of products; business consulting services, namely, providing assistance in development of business strategies and creative ideation</p> <p>IC 042: Product innovation and design consulting services; product research; product research and development consultation; design and testing for new product development; advisory services in the field of product development and quality improvement</p>
LIVEAREA	USA	90318836 /	Nov 13, 2020 /	<p>IC 035: Creative marketing design services; marketing research services; consumer research; consumer marketing research and consulting related thereto; consumer strategy business consulting in the fields of marketing, sales, operation, and product design particularly specializing in the use of analytic models for the understanding and predicting of consumer, business, and retail market trends and actions;</p>


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				<p>consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; marketing and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; analyzing and compiling business data for market research and product research and development purposes and determining the perceived image of products; business consulting services, namely, providing assistance in development of business strategies and creative ideation</p> <p>IC 042: Providing a web-based service featuring technology that enables electronic scanning of goods for purchase and self-checkout and payment by users; platform as a service (PAAS) that enables electronic scanning of goods for purchase and self-checkout and payment by users; product innovation and design consulting services; product research; product research and development consultation; design and testing for new product development; advisory services in the field of product development and quality improvement</p>
NXT INTELLIGENCE	USA	90318814 /	Nov 13, 2020 /	<p>IC 035: Business and market research, analysis, evaluation, information, consultation, and strategy development services in the fields of innovative and emerging technologies and technological trends; business research services and business research reports in the fields of innovative and emerging technologies and trends; organizing business networking events in the fields of business practices, innovation, and emerging technologies; business and marketing consulting services in the fields of innovative and emerging technologies and technological for providing creative ways to engage consumers through new and emerging technologies; Business services offered to companies, namely, business management services, business strategy development, and administration of a program to provide business management consulting and advisory services in the area of corporate growth strategy, innovation and growth processes, and development strategies, all of the aforementioned services being for the purpose of providing market and emerging technology insight to companies and their executives, creating optionality for companies' business development, and accelerating strategic growth in companies;</p>

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				<p>creative marketing design services; marketing research services; consumer research; consumer marketing research and consulting related thereto; consumer strategy business consulting in the fields of marketing, sales, operation, and product design particularly specializing in the use of analytic models for the understanding and predicting of consumer, business, and retail market trends and actions; consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; marketing and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; analyzing and compiling business data for market research and product research and development purposes and determining the perceived image of products; business consulting services, namely, providing assistance in development of business strategies and creative ideation</p> <p>IC 041: Providing training, workshops, and educational events in the fields of innovative and emerging technologies and technological trends; Providing training, workshops, and educational events to facilitate technology and drive innovation for businesses; providing training, workshops, and educational events in the fields of business practices, innovation, and emerging technologies</p> <p>IC 042: Innovation consulting services, namely, advising others in the areas of product development; product research; product research and development consultation; design and testing for new product development; Advisory services in the field of product development and quality improvement</p>
LIVEAREA	USA	86618657 / 4979556	May 4, 2015 / Jun 14, 2016	<p>IC 035: Marketing and consulting services in the field of promoting and tracking the goods, services, and brands of others through all public communication means, particularly specializing in the use of mobile, social, and print media to drive consumer interest, engagement and action; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; Advertising services; Consultation services, namely, creative and strategic consultation regarding development</p>



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				and production of marketing campaigns for others; Creative marketing design services
LIVEAREA	USA	86618658 / 4979557	May 4, 2015 / Jun 14, 2016	IC 042: Creating and maintaining social media for others, namely, the design, creation, hosting, and maintenance of social media websites for others; computer services, namely, search engine optimization; consultation services in the field of search engine optimization; consultancy with regard to webpage design
	USA	86422641 / 4771946	Oct 13, 2014 / Jul 14, 2015	IC 041: Video production services
	USA	86414441 / 4767703	Oct 3, 2014 / Jul 7, 2015	IC 042: Creating and maintaining social media for others, namely, the design, creation, hosting, and maintenance of social media websites for others; Computer services, namely, search engine optimization; Consultation services in the field of search engine optimization; Consultancy with regard to webpage design
	USA	86414438 / 4767702	Oct 3, 2014 / Jul 7, 2015	IC 035: Marketing and consulting services in the field of promoting and tracking the goods, services, and brands of others through all public communication means, particularly specializing in the use of mobile, social, and print media to drive consumer interest, engagement and action; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solution; Advertising services; Consultation services, namely, creative and strategic consultation regarding development and production of marketing campaigns for others; Creative marketing design services
LIVEAREALABS	WIPO - CHINA	International Registration 1087346	Mar 31, 2011	IC 35: Marketing and consulting services in the field of promoting and tracking the goods, services, and brands of others through all public communication means, particularly specializing in the use of mobile, social, and print media to drive consumer interest, engagement and action;

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				<p>marketing assistance via social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; advertising services; consultation services, namely, creative and strategic consultation regarding development and production of marketing campaigns for others; creative marketing design services</p> <p>(CANCELLED) IC 41: Video production services</p> <p>IC 42: Creating and maintaining social media for others, namely, the design, creation, hosting, and maintenance of social media websites for others; computer services, namely, search engine optimization; consultation services in the field of search engine optimization; consultancy with regard to webpage design</p>
LIVEAREALABS	USA	85158372 / 3984845	Oct 21, 2010 / Jun 28, 2011	<p>IC 035: Marketing and consulting services in the field of promoting and tracking the goods, services, and brands of others through all public communication means, particularly specializing in the use of mobile, social, and print media to drive consumer interest, engagement and action; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solution; Advertising services; Consultation services, namely, creative and strategic consultation regarding development and production of marketing campaigns for others; Creative marketing design services</p> <p>(CANCELLED) IC 041: Video production services</p> <p>IC 042: Creating and maintaining social media for others, namely, the design, creation, hosting, and maintenance of social media websites for others; Computer services, namely, search engine optimization; Consultation services in the field of search engine optimization; Consultancy with regard to webpage design</p>
 <p><b>LiveArea</b> PPS AGENCY</p>	USA	87158567 / 5313161	Jan 10, 2017 / Oct 17, 2017	<p>IC 035: Marketing and consulting services in the field of promoting and tracking the goods, services, and brands of others through all public communication means, particularly specializing in the use of mobile, social, and print media to drive consumer interest, engagement and action; Social media strategy and marketing consultancy</p>

Trademark	Jurisdiction	App. No./ Reg No.	Appl. Date / Reg. Date	Goods & Services
				focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; Advertising services; Consultation services, namely, creative and strategic consultation regarding development and production of marketing campaigns for others; Creative marketing design services
 <p><b>LiveArea</b> MKTG AGENCY</p>	USA	87158569 / 5313162	Jan 10 2017 / Oct 17 2017	IC 42: Computer services, namely, search engine optimization; Consultation services in the field of search engine optimization; Consultancy with regard to webpage design