

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM678636

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simple Texan LLC		09/24/2021	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	RGA Readerest LLC		
Street Address:	801 Barton Springs Rd.		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78704		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	88236867		
Serial Number:	88183110	LOVE YOUR FACE	
Serial Number:	90594668	READEREST	
Serial Number:	85075363	READEREST	
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:	6177289111		
Email:	jrosen@brownrosen.com		
Correspondent Name:	Joseph Rosen		
Address Line 1:	100 State Street Suite 900		
Address Line 2:	Brown & Rosen LLC		
Address Line 4:	Boston, MASSACHUSETTS 02109		
NAME OF SUBMITTER:	Joseph Rosen		
SIGNATURE:	/Joseph Rosen/		
DATE SIGNED:	10/04/2021		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 24th day of September, 2021 by Simple Texan LLC, a Texas limited liability company (“Assignor”), to RGA Readerest LLC, a Delaware limited liability company (“Assignee”).

WHEREAS, Assignor has adopted and used in the United States the trademarks set forth below, and is the owner of the following marks:

<u>MARK</u>	<u>Serial No.</u>	<u>Classes</u>
Readerest Design	88236867	009
Love Your Face	88183110	009
Readerest	90594668	009
Readerest	85075363	009

(hereinafter referred to as the “Trademarks”); and

WHEREAS, Assignee wishes to acquire all of Assignor’s right, title and interest in and to the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including all applications and registrations thereof, worldwide, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof by any third party, all effective as of the date hereof.

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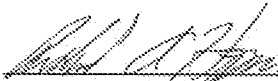
ASSIGNOR REPRESENTS AND WARRANTS that it has the full right, power and authority to make this Assignment, and that it has not granted any license of, assignment of, or encumbrance on the Trademarks to any third party as of the date hereof, and that, except for the aforementioned Trademark registrations, it has not applied and will not apply to register the Trademarks in the United States.

ASSIGNOR

ASSIGNEE

SIMPLE TEXAN, LLC

RGA READEREST LLC

By: 
Name: Richard A. Hopper
Title: Manager, President &
Chief Executive Officer

By: _____
Name:
Title:

ASSIGNOR REPRESENTS AND WARRANTS that it has the full right, power and authority to make this Assignment, and that it has not granted any license of, assignment of, or encumbrance on the Trademarks to any third party as of the date hereof, and that, except for the aforementioned Trademark registrations, it has not applied and will not apply to register the Trademarks in the United States.

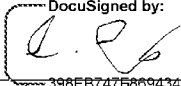
ASSIGNOR

ASSIGNEE

SIMPLE TEXAN, LLC

RGA READEREST LLC

By: _____
Name:
Title:

By:  _____
Name: Christoph Gamon
Title: Vice President