

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM683095

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Big L Brands, Inc.		10/19/2021	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Curated, Inc.		
Street Address:	1 Bluxome Street #312		
City:	SAN FRANCISCO		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90014184	CURATED SHOP IN A BOX	
CORRESPONDENCE DATA			
Fax Number:	9134510875		
<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:	9134515100		
Email:	internalip@lathropgpm.com		
Correspondent Name:	Amy Brozenic		
Address Line 1:	10851 Mastin Blvd.		
Address Line 2:	Building 82, Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210-1669		
NAME OF SUBMITTER:	Amy Brozenic		
SIGNATURE:	/Amy Brozenic/		
DATE SIGNED:	10/22/2021		
Total Attachments: 1			
source=712605 Curated Inc. - Big L Brands Assignment (shop in a box)#page1.tif			

CH \$40.00 90014184

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment (the "Assignment"), between Big L Brands, Inc., a Florida corporation having an address of 7750 NE Spanish Trail Court, Boca Raton, Florida 33847 ("Assignor"), and Curated, Inc. d/b/a Curated.com and f/k/a Deal.com, Inc., a Delaware corporation having an address of 1 Bluxome St. #312, San Francisco, California 94107 ("Company") is entered into as of the last date affixed below (the "Effective Date").

RECITALS

- A. Assignor is the owner of the trademark CURATED SHOP IN A BOX (the "Mark"), and U.S. Application Serial No. 90014184 filed based on use in commerce of the Mark since at least as early as May 12, 2020 (the "Application").
- B. Assignor whereby assigns the Mark and Application to Company pursuant to the Confidential Settlement Agreement between Assignor and Company dated 10-19, 2021.


AGREEMENT

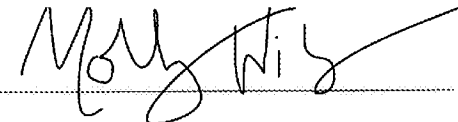
In consideration of the above recitals and the promises set forth in this Agreement, the parties agree as follows:

For good and valuable consideration, Assignor transfers and assigns to Company, all of Assignor's right, title and interest in and to the Mark, together with all associated goodwill and all related rights, and all registrations and applications for the Mark in the United States and any foreign countries, including any renewals and extensions of the registration that are or may be secured. Included in this assignment are any and all rights that Assignor has or may have against persons who have infringed upon any of the trademark rights in the Mark prior to the date of this Assignment. These rights include the right to sue and recover for all damages and profits arising out of infringement prior to the date of this Assignment. The provisions of this Assignment inure to the benefit of Company, its successors, assigns and other legal representatives, and are binding upon Assignor, its successors, assigns and other legal representatives.

Curated, Inc.
(Company)

Big L Brands, Inc.
(Assignor)

By: 

By: 

Name: Brandon Finck

Name: Molly Wilson

Title: Head of legal

Title: Vice President

Date: 10/19/2021

Date: 10-19-21