

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM683815

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	12/31/2020		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GateHouse Media, LLC		10/26/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ResponseLogix, Inc.		
<b>Doing Business As:</b>	Digital Air Strike		
<b>Street Address:</b>	6991 E. Camelback Road, Suite B111		
<b>City:</b>	Scottsdale		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85251		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4433527	BESTRIDE.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6508123444		
<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>	650-812-3400		
<b>Email:</b>	usptomail@carrferrell.com		
<b>Correspondent Name:</b>	Jefferson F. Scher		
<b>Address Line 1:</b>	120 Constitution Drive		
<b>Address Line 4:</b>	Menlo Parks, CALIFORNIA 94025		
<b>ATTORNEY DOCKET NUMBER:</b>	T-4651 US		
<b>NAME OF SUBMITTER:</b>	Jefferson F. Scher		
<b>SIGNATURE:</b>	/JeffersonScher/		
<b>DATE SIGNED:</b>	10/26/2021		
<b>Total Attachments: 1</b>			
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## MEMORANDUM OF TRADEMARK ASSIGNMENT

WHEREAS, GateHouse Media, LLC (“Assignor”), a Delaware Limited Liability Company with a principal place of business at 175 Sully’s Trail, Pittsford, NY 14534, is the owner of record of United States Trademark Registration No. 4433527 for BESTRIDE.COM (and Design) (the “Registration”):

<u>Reg. No.</u>	<u>Text</u>	<u>Drawing</u>
4433527	BESTRIDE.COM	

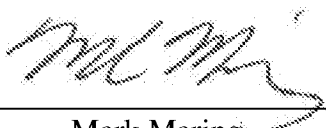


WHEREAS, Assignor entered into an ASSET PURCHASE AGREEMENT dated December 31, 2020 (the “Assignment”) with ResponseLogix, Inc. d/b/a Digital Air Strike (“Assignee”), a Delaware corporation with a principal place of business at 6991 E. Camelback Road, Suite B111Scottsdale, AZ 85251

WHEREAS, pursuant to the Assignment, and effective on December 31, 2020, Assignor did sell, transfer, convey, and assign to Assignee, for valuable and legally sufficient consideration, the Registration,

NOW THEREFORE, this MEMORANDUM OF TRADEMARK ASSIGNMENT memorializes the transfer and assignment from Assignor to Assignee, free and clear of any right or claim of any third party known to Assignor, all of Assignor’s right, title and interest in and to the Registration; the common law rights, in the United States of America and all other countries and jurisdictions of the world; the goodwill of the business associated therewith and symbolized thereby with the Registration; the portion of the business to which the Registration pertains; all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Assignor has or may have for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect damages. This Memorandum of Trademark Assignment is in all respects subject to the provisions of the Assignment and is not intended in any way to supersede, limit, qualify or expand any provision of Assignment. In the event of any conflict or inconsistency between the terms of the Assignment and this Memorandum of Trademark Assignment, the terms of the Assignment shall govern.

GateHouse Media, LLC

By:   
Name: Mark Maring  
Title: SVP of Finance & Treasurer

Date: 10/26/21