

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM688431

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	3		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Social Mecca, Inc.		11/10/2021	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Reputation.com, Inc.		
Street Address:	1400A Seaport Boulevard		
Internal Address:	Suite 401		
City:	Redwood City		
State/Country:	CALIFORNIA		
Postal Code:	94063		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4205056	NUVI	
Registration Number:	5165281	NUVI	
CORRESPONDENCE DATA			
Fax Number:	2024084400		
<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:	2024084000		
Email:	docketing@finnegan.com		
Correspondent Name:	Danny M. Awdeh		
Address Line 1:	901 New York Avenue NW		
Address Line 4:	Washington, D.C. 20001		
NAME OF SUBMITTER:	Danny M. Awdeh		
SIGNATURE:	/Danny M. Awdeh/		
DATE SIGNED:	11/16/2021		
Total Attachments: 2			
source=Assignment - NUVA registrations from Social Mecca to Reputation (executed)#page1.tif			
source=Assignment - NUVA registrations from Social Mecca to Reputation (executed)#page2.tif			

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ASSIGNMENT

Social Mecca, Inc., a corporation of Illinois, with its principal place of business at 209 W. Jackson Boulevard, Chicago, Illinois 60606 ("Assignor"), is the record owner of the marks identified in Exhibit A ("the Trademarks").

Reputation.com, Inc., a corporation of Delaware, with its principal place of business at 1400A Seaport Boulevard, Suite 401, Redwood City, California 94063 ("Assignee"), wishes to acquire the Trademarks and all associated rights and goodwill.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

SOCIAL MECCA, INC.

DocuSigned by:
By: Joe Fuca
Name: Joe Fuca
Title: CEO
Date: 11/10/2021

EXHIBIT A

MARK

REG. NO.

REG. DATE

NUVI

4,205,056

September 11, 2012



5,165,281

March 21, 2017