

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM691975

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CURB MOBILITY, LLC		06/17/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	CURB MEDIA, LLC		
Street Address:	11-11 34TH AVENUE		
City:	LONG ISLAND CITY		
State/Country:	NEW YORK		
Postal Code:	11106		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4535665	HIGH IMPACT TOP	
CORRESPONDENCE DATA			
Fax Number:	654936811		
<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:	650-493-9300		
Email:	trademarks@wsgr.com		
Correspondent Name:	Aaron D. Hendelman		
Address Line 1:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94304-1050		
ATTORNEY DOCKET NUMBER:	54121.000 (cvw/AH)		
NAME OF SUBMITTER:	Aaron D. Hendelman		
SIGNATURE:	/Aaron D. Hendelman/		
DATE SIGNED:	12/02/2021		
Total Attachments: 4			
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ASSIGNMENT OF TRADEMARKS

This Trademark Assignment (“**Assignment**”) is made as of June 17, 2021 (“**Effective Date**”), by and between Curb Mobility, LLC, a Delaware limited liability company (“**Seller**”) and Curb Media, LLC, a Delaware limited liability company (“**Company**”).

- A. Seller is a party to that certain Membership Interest Purchase Agreement (the “**Purchase Agreement**”), dated as of June 17, 2021, pursuant to which Seller agrees to sell all of the issued and outstanding limited liability company interests of the Company to Firefly Systems Inc.
- B. Pursuant to the Purchase Agreement, Seller desires to assign to Company, and Company desires to accept, all right, title and interest in and to the trademarks, and service marks listed in **Schedule A**, and all rights appurtenant thereto, including but not limited to all trade dress rights and similar designation of origin and rights therein, common law rights, trade name rights, and the right to recover for past infringement throughout the world (the “**Marks**”).

Agreement:

In consideration of the mutual covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Seller makes the following assignment and agrees as follows:

1. Assignment. Seller hereby assigns and sells to Company all rights, title and interest in and to the Marks throughout the world, for all of the goods and/or services in conjunction with which the Marks are used, together with the goodwill of the business symbolized by the Marks; said rights, title and interest include, without limitation, any and all causes of action heretofore accrued in Seller’s favor for infringement or other violation of the aforesaid rights, to have and to hold the same unto Company, its successors, assigns and nominees, for the full duration of all such rights, and any renewals and extensions thereof, as fully and entirely as the same would have been held by Seller had this assignment and transfer not been made.
2. Further Assurances. Seller agrees, at the request of Company, to take or cause to be taken all such other actions, including the execution of any and all other instruments in writing, further applications, papers, affidavits, powers of attorney, assignments and other documents, which may be reasonably required or necessary to more effectively secure to, record in the name of, protect and vest in, Company and its successors and assigns, the entire right, title and interest in and to the Marks and otherwise to effectuate fully the purposes, terms and conditions of this Assignment.
3. Miscellaneous. If, for any reason, a court of competent jurisdiction finds any provision of this Assignment, or portion thereof, to be invalid or unenforceable, that provision shall be limited or eliminated to the minimum extent necessary so that this Assignment shall otherwise remain in full force and effect and enforceable. This Assignment will be governed by and construed in accordance with the laws of the State of Delaware, without regard to applicable principles of conflicts of law.

IN WITNESS WHEREOF, SELLER has executed this Assignment as of the Effective Date set forth above.

SELLER:

CURB MOBILITY, LLC

By:  _____

Name: Amos Tamam

Title: Manager

IN WITNESS WHEREOF, COMPANY has executed this Assignment as of the Effective Date set forth above.

COMPANY:

CURB MEDIA, LLC

By:  _____

Name: Amos Tamam

Title: Manager

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SCHEDULE A – TRADEMARKS

Mark	Country	Classes	Registered Owner	Application date	Application number	Registration date	Registration number	Status	Next Renewal/Action Date
HIGH IMPACT TOP	United States	9	Curb Mobility, LLC	12/13/2012	85/801,588	5/27/2014	4535665	Registered	5/27/2024