

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM695603

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tana Sales and Marketing, LLC		02/12/2021	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	Tana Acquisition, LLC		
Street Address:	84 S 10th Street, # 200		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55403		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88937128	TANACLICKS	
CORRESPONDENCE DATA			
Fax Number:	4023909005		
<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:	4023909500		
Email:	ip@koleyjessen.com		
Correspondent Name:	Roberta L. Christensen		
Address Line 1:	1125 S 103rd Street		
Address Line 2:	One Pacific Place, Suite 800		
Address Line 4:	Omaha, NEBRASKA 68124		
ATTORNEY DOCKET NUMBER:	24813-0002 (Sussex)		
NAME OF SUBMITTER:	Roberta L. Christensen		
SIGNATURE:	/rlc/		
DATE SIGNED:	12/17/2021		
Total Attachments: 4			
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OP \$40.00 88937128

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the “Trademark Assignment”) is made and shall be effective February 12, 2021 (the “Effective Date”), by and among Tana Sales and Marketing, LLC, a Minnesota limited liability company, having an address of PO Box 16630, Minneapolis, MN 55416 (“Assignor”), and Tana Acquisition, LLC, a Delaware limited liability company, having an address of 84 S 10th St #200, Minneapolis, MN 55403 (“Assignee”).

WHEREAS, Assignor owns all right, title, and interest in the trademark and trademark application shown in the attached Schedule A, and any related common law rights, including the goodwill associated therewith (the “Assigned Trademark”);

WHEREAS, Assignee, has acquired certain assets of Assignor, including the Assigned Trademark, pursuant to an Asset Purchase Agreement dated as of the date hereof, between Assignor, Assignee and Craig Andrews, a resident of the State of Minnesota (the “Purchase Agreement”); and

NOW, THEREFORE, for the good and valuable consideration set forth in the Purchase Agreement, the sufficiency of which is hereby acknowledged, effective as of the Effective Date, Assignor agrees to and does hereby sell, assign, and transfer to Assignee all right, title, and interest in and to the Assigned Trademark, and in and to any applications or registrations of the Assigned Trademark, together with all common law rights therein, the goodwill of the business in connection with which the Assigned Trademark is used and which is symbolized by the Assigned Trademark, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, in each case together with any and all proceeds therefrom and any and all claims or causes of infringement thereof that may have accrued prior to and/or after the Effective Date, together with the right to bring suit for and/or initiate any proceeding to collect any and all damages (including past damages) arising from said claims or causes of action, to be held and enjoyed by the Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this Trademark Assignment not been made.

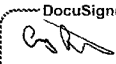
Where appropriate, the parties authorize and request the Commissioner of Trademarks of the United States Patent and Trademark Office, whose duty it is to register trademarks, to record Assignee as the assignee and owner of the Assigned Trademark.

Assignee and Assignor hereby further undertake that they will execute such additional documents and take such further actions as may be reasonably required or Assignee may request in order to confirm and further effectuate the sale and assignment of the Assigned Trademark by Assignor to Assignee.

This Assignment (i) may be executed by electronic means (by .portable document format or otherwise) and in any number of counterparts, and each such counterpart and electronic executed copy hereof shall be deemed to be an original instrument, and all such counterparts together shall constitute but one agreement; (ii) shall be binding upon and inure to the benefit of the parties hereto, and each of their successors and assigns; (iii) shall be governed by and construed in accordance with the domestic laws of the State of Delaware without giving effect to any choice or conflict of law provision (whether of the State of Delaware or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Delaware; and (iv) may not be amended or modified unless in writing and signed by Assignee and Assignor.

ASSIGNOR:

TANA SALES AND MARKETING, LLC

DocuSigned by:

By: _____
AF02947E01D84BA...
Craig Andrews, Chief Manager

ASSIGNEE:

TANA ACQUISITION, LLC

By: _____
William L. Grindell, Vice President

[Signature Page to Trademark Assignment Agreement]

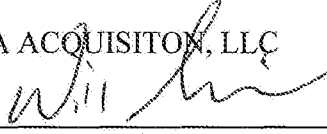
ASSIGNOR:

TANA SALES AND MARKETING, LLC

By: _____
Craig Andrews, Chief Manager

ASSIGNEE:

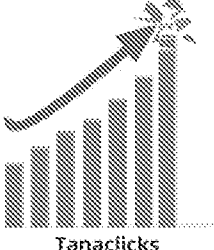
TANA ACQUISITION, LLC

By:  _____
William L. Grindell, Vice President

[Signature Page to Trademark Assignment Agreement]

SCHEDULE A: ASSIGNED TRADEMARK

The following trademarks:

Serial No.	Filing Date	Trademark	Jurisdiction
88/937,128	May 28, 2020	 <p>The trademark logo consists of a bar chart with five vertical bars of increasing height from left to right. A thick, dark arrow curves upwards from the top of the first bar to the top of the fifth bar. Below the chart, the word "Fanatics" is written in a bold, sans-serif font.</p>	US