

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM703598

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
POINT B, INC.		01/20/2022	Corporation: WASHINGTON
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	POINT B, LLC		
<b>Street Address:</b>	1420 Fifth Avenue		
<b>Internal Address:</b>	Suite 2200		
<b>City:</b>	Seattle		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98101		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90685515	CLEARCYCLE	
<b>Registration Number:</b>	5167988	EXPERT VELOCITY	
<b>Registration Number:</b>	5854443	F7	
<b>Registration Number:</b>	6060368	FUNDSIGHT	
<b>Registration Number:</b>	5096061	IN PRACTICE	
<b>Registration Number:</b>	2070035	POINT B	
<b>Registration Number:</b>	2545584	POINT B	
<b>Registration Number:</b>	4736377	POINT B	
<b>Registration Number:</b>	2067352	POINT B	
<b>Registration Number:</b>	6257825	POINT B INSIGHTS GENERATOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2066218783		
<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>	2063401000		
<b>Email:</b>	CMenth@cozen.com		
<b>Correspondent Name:</b>	Lorraine Linford		
<b>Address Line 1:</b>	999 3rd Avenue		
<b>Address Line 2:</b>	#1900		

OP \$265.00 90685515

<b>Address Line 4:</b>	Seattle, WASHINGTON 98104
<b>NAME OF SUBMITTER:</b>	Lorraine Linford
<b>SIGNATURE:</b>	/Lorraine Linford/
<b>DATE SIGNED:</b>	01/20/2022
<b>Total Attachments: 6</b> source=executed assignment - Point B#page1.tif source=executed assignment - Point B#page2.tif source=executed assignment - Point B#page3.tif source=executed assignment - Point B#page4.tif source=executed assignment - Point B#page5.tif source=executed assignment - Point B#page6.tif	

# TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("*Trademark Assignment*"), dated as of January 20, 2022, is made by POINT B, INC. ("*Assignor*"), a Washington corporation, in favor of POINT B, LLC ("*Assignee*"), a Delaware limited liability company, the transferee of certain assets of Assignor pursuant to a Contribution Agreement by and between Assignor and Assignee, dated as of January 14, 2022 (the "*Contribution Agreement*").

WHEREAS, under the terms of the Contribution Agreement, Assignor has conveyed, transferred and assigned to Assignee, among other assets, certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office;

NOW THEREFORE, Assignor and Assignee agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following (collectively, the "*Assigned Trademarks*"):

(a) the trademark registrations and applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "*Trademarks*"), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee, and to record and register this Trademark Assignment with the EUIPO and the Intellectual Property Office in Canada and in the UK. Following the date hereof, at Assignee's sole cost and expense, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Terms of the Contribution Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Contribution Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Assigned Trademarks. The covenants and agreements contained in the Contribution Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Contribution Agreement and the terms hereof, the terms of the Contribution Agreement shall govern.

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

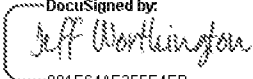
5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date first above written.

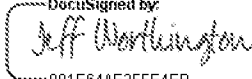
**POINT B, INC.**

DocuSigned by:  
  
By: 881E64AE3FFE4EB...  
Name: Jeff Worthington  
Title: Director, Risk, Legal & Compliance

Address for Notices:  
1420 Fifth Avenue, Suite 2200  
Seattle, Washington 98101

AGREED TO AND ACCEPTED:

**POINT B, LLC**

DocuSigned by:  
  
By: 881E64AE3FFE4EB...  
Name: Jeff Worthington  
Title: Treasurer


Address for Notices:  
1420 Fifth Avenue, Suite 2200  
Seattle, Washington 98101

**SCHEDULE 1**

**ASSIGNED TRADEMARK REGISTRATIONS AND APPLICATIONS**

<b>Mark</b>	<b>Jurisdiction</b>	<b>Registration/ Appl. No.</b>	<b>Filing Date Issue Date</b>	<b>Status</b>
<b>CLEARCYCLE</b> [Class 042]	United States	Application No.: 90/685,515	Filing Date: April 30, 2021	Pending
<b>EXPERT VELOCITY</b> [Class 035]	Canada	Application No.: 1788079  Registration No.: TMA1026996	Filing Date: June 21, 2016  Registration Date: June 17, 2019	Registered
<b>EXPERT VELOCITY</b> [Class 035]	United States	Application No.: 86/906,937  Registration No.: 5,167,988	Filing Date: February 12, 2016  Registration Date: March 21, 2017	Registered
<b>F7</b> [Class 035]	United States	Application No.: 87/926,350  Registration No.: 5,854,443	Filing Date: May 17, 2018  Registration Date: September 10, 2019	Registered
<b>FUNDSIGHT</b> [Class 042]	United States	Application No.: 88/504,333  Registration No.: 6,060,368	Filing Date: July 8, 2019  Registration Date: May 19, 2020	Registered
<b>IN PRACTICE</b> [Class 041]	United States	Application No.: 86/481,049  Registration No.: 5,096,061	Filing Date: December 15, 2014  Registration Date: December 6, 2016	Registered

Mark	Jurisdiction	Registration/ Appl. No.	Filing Date Issue Date	Status
<b>POINT B</b>  [Classes 035, 037, 042]	Canada	Application No.: 1679725  Registration No.: TMA1028084	Filing Date: June 3, 2014  Registration Date: June 18, 2019	Registered
<b>POINT B</b>  [Class 00]	Canada	Application No.: 1743189  Registration No.: TMA1026968	Filing Date: August 25, 2015  Registration Date: June 17, 2019	Registered
<b>POINT B</b>  [Classes 035, 042]	European Union	Application No.: 012180956  Registration No.: 012180956	Filing Date: September 30, 2013  Registration Date: March 12, 2016	Registered
<b>POINT B</b>  [Classes 035, 037, 042]	European Union	Application No.: 012932554  Registration No.: 12932554	Filing Date: June 3, 2014  Registration Date: April 3, 2016	Registered
<b>POINT B</b>  [Classes 035, 042]	United Kingdom	Application No.: 012180956  Registration No.: UK00912180956	Filing Date: September 30, 2013  Registration Date: March 12, 2016	Registered
<b>POINT B</b>  [Classes 035, 037, 042]	United Kingdom	Application No.: 012932554  Registration No.: UK00912932554	Filing Date: June 3, 2014  Registration Date: April 3, 2016	Registered
<b>POINT B</b>  [Class 35]	United States	Application No.: 75/168,538  Registration No.: 2,070,035	Filing Date: September 19, 1996  Registration Date: June 10, 1997	Registered

Mark	Jurisdiction	Registration/ Appl. No.	Filing Date Issue Date	Status
<b>POINT B</b> [Class 42]	United States	Application No.: 75/565,040  Registration No.: 2,545,584	Filing Date: October 6, 1998  Registration Date: March 12, 2002	Registered
<b>POINT B</b> [Classes 035, 037, 042]	United States	Application No.: 86/190,444  Registration No.: 4,736,377	Filing Date: February 11, 2014  Registration Date: May 12, 2015	Registered
<b>POINT B &amp; Design</b>  [Class 035]	United States	Application No.: 75/168,533  Registration No.: 2,067,352	Filing Date: September 19, 1996  Registration Date: June 3, 1997	Registered
<b>POINT B INSIGHTS GENERATOR</b> [Class 042]	United States	Application No.: 88/504,259  Registration No.: 6,257,825	Filing Date: July 8, 2019  Registration Date: January 26, 2021	Registered
<b>WHERE EXPERIENCE LEADS</b> [Class 00]	Canada	Application No.: 1265825  Registration No.: 734810	Filing Date: July 22, 2005  Registration Date: February 19, 2009	Registered