

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM714569

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|----------------------------------|---|---------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Fair Square Financial LLC | | 02/17/2022 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Ally Financial Inc. | | |
| Street Address: | 500 Woodward Avenue | | |
| City: | Detroit | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 48226 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 8 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 90769695 | PLUS+ FINANCE | |
| Registration Number: | 5158075 | OLLO | |
| Registration Number: | 5168510 | OLLO | |
| Registration Number: | 5157973 | OLLO | |
| Registration Number: | 5419063 | OLLO CREDIT BUILT FOR YOU | |
| Registration Number: | 5183566 | OLLO PLATINUM | |
| Registration Number: | 5183567 | OLLO REWARDS | |
| Serial Number: | 90769689 | PLUS FINANCE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| | <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: | (303) 473-2710 | | |
| Email: | docket@hollandhart.com, gigrigoryan@hollandhart.com | | |
| Correspondent Name: | Scott S. Havlick | | |
| Address Line 1: | P.O. Box 8749 | | |
| Address Line 2: | Attention: Trademark Docketing | | |
| Address Line 4: | Denver, COLORADO 80201 | | |
| ATTORNEY DOCKET NUMBER: | 93885.0006 | | |



CH \$215.00 90769695

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|---|------------------|
| NAME OF SUBMITTER: | Scott S. Havlick |
| SIGNATURE: | /Scott Havlick/ |
| DATE SIGNED: | 03/15/2022 |
| Total Attachments: 2 source=Fair Square Financial LLC to Ally Financial Inc. - Trademark Assignment18111111v1.docx#page1.tif source=Fair Square Financial LLC to Ally Financial Inc. - Trademark Assignment18111111v1.docx#page2.tif | |

TRADEMARK ASSIGNMENT

This assignment of trademark rights (“Trademark Assignment”), effective February 17, 2022 (the “Effective Date”), by and between, Fair Square Financial LLC, a Delaware limited liability company, having a business address at 1000 N. West Street, Suite 1100, Wilmington, Delaware 19801 (“Assignor”) and Ally Financial Inc., a Delaware corporation, having a business address at 500 Woodward Avenue, Detroit, Michigan 48226 (“Assignee”).

WHEREAS, Assignor is the owner of the following trademark registrations (“Trademarks”)

| COUNTRY | TRADEMARK | App #/ Reg. # | Class |
|---------------|---|-----------------------------|-------|
| United States | <u>PLUS+ FINANCE</u> | SN: 90769695 | 36 |
| United States |  | RN: 5158075 SN: 87083818 | 36 |
| United States |  | RN: 5168510 SN: 87083820 | 36 |
| United States | <u>OLLO</u> | RN: 5157973 SN: 87034365 | 36 |
| United States | <u>OLLO CREDIT BUILT FOR YOU</u> | RN: 5419063 SN: 87103539 | 36 |
| United States | <u>OLLO PLATINUM</u> | RN: 5183566 SN: 87103542 | 36 |
| United States | <u>OLLO REWARDS</u> | RN: 5183567 SN: 87103548 | 36 |
| United States | <u>PLUS FINANCE</u> | SN: 90769689 | 36 |

WHEREAS, Assignee seeks to acquire the entire right, title and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks;

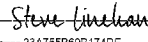
NOW, THEREFORE, for and in consideration of the above Recitals, Ten U.S. Dollars (\$10.00 USD), and other good and valuable consideration, the receipt and

sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, all of the present and future right, title and interest to the Trademarks, both registered and unregistered, together with the goodwill of the business associated with and symbolized by the Trademarks, and together with the right to sue for past infringement and to collect all damages or profits for past infringement, dilution, unfair competition and counterfeiting of the Trademarks for its own use and benefits. Assignor further transfers, assigns, and sets over unto Assignee, its successors and assigns, all of Assignor's right, title and interest in, to and under all existing license agreements between Assignor and third parties related to the Trademarks. We hereby agree that any and all procedures shall be taken solely by the said assignee in regard to the assignment of the above-identified Trademarks.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Assignment to be executed by their authorized representatives.

Dated: February 17, 2022

Fair Square Financial LLC

Signed: DocuSigned by:
 _____
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Name: Steve Linehan
Title: CFO

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