

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM720365

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CMG Partners, Inc.		04/08/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	VCP IP Holdings, LLC		
Street Address:	325 W. Huron		
Internal Address:	Suite 700		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87848613	DOGWALKERS	
CORRESPONDENCE DATA			
Fax Number:	3124568435		
<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:	312.456.8400		
Email:	chiipmail@gtlaw.com		
Correspondent Name:	Greenberg Traurig, LLP		
Address Line 1:	77 W. Wacker Drive		
Address Line 2:	Suite 3100		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	180818.015600		
NAME OF SUBMITTER:	Eric J. Maiers		
SIGNATURE:	/Eric J. Maiers/		
DATE SIGNED:	04/11/2022		
Total Attachments: 3			
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source=DOGWALKERS Assign US#page2.tif			
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TRADEMARK ASSIGNMENT

WHEREAS, **CMG Partners, Inc.** ("Assignor"), a Delaware corporation, has agreed to sell and assign to **VCP IP Holdings, LLC** ("Assignee"), a Delaware limited liability company the entire right, title, interest, goodwill in and to the **DOGWALKERS** trademark, including but not limited to the registration identified on Exhibit A hereto (collectively, the "Trademarks").

WHEREAS, in order to effectuate Assignor's assignment to Assignee of its entire rights, title and interests in and to the Trademarks, Assignor is executing this instrument of assignment.

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, Assignor's entire worldwide right, title and interest in and to, including, without limitation, any and all common law rights thereto, as well as the goodwill of the business symbolized by, the Trademark.

Together with Assignor's worldwide right, title and interest in the Trademark, as well as the goodwill of the business associated with said Trademark being assigned to Assignee, are the rights to police, monitor and enforce said Trademarks against any and all past infringements (including, without limitation, the right to sue for and collect damages caused by any such infringement) which may have occurred at any time in the unlimited past, up to the date of this present Assignment, together with any and all further privileges in the United States and throughout the world to establish use, ownership, and/or registration of the Trademark.

Assignor hereby covenants and warrants that, with respect to the Trademark, it has the full right to convey the above-described right, title, interest and goodwill by this instrument, free of any encumbrances. Assignor further covenants and warrants that no other agreement has been or will be executed in conflict herewith.

Assignor agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer of rights, or to secure registration before the United States Patent and Trademark Office or any foreign Office, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Trademarks.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States and the appropriate official in any other country, to issue any and all trademark registrations, amended registrations and/or renewals that may be granted upon any application or petition for same, to Assignee, and/or Assignee's successors and/or assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the United States Patent and Trademark Office, the Trademark Office of any state in the United States, or the Trademark Office of any other country throughout the world.

In WITNESS WHEREOF, Assignor has caused this instrument to be executed on the date written below.

CMG Partners, Inc. (Assignor)

DocuSigned by:
By: Troy Datcher
87324087085148E
(signature)

Printed Name: Troy Datcher

Title: CEO

Date: Apr-08-2022 | 10:55 PDT

In WITNESS WHEREOF, Assignee has caused this instrument to be executed on the date written below.

VCP IP Holdings, LLC (Assignee)

By: Benjamin Kovler
(signature)

Printed Name: Benjamin Kovler

Title: CEO

Date: 4/7/2022

Exhibit A – Trademarks

Mark	Country	Class - Description	App. No.	App. Date	Reg. No.	Reg. Date
DOGWALKERS	United States of America	25 - Apparel, namely, T-Shirts, polo shirts, long-sleeved shirts, jackets, pullovers, hoodies, and other brandable apparel, namely, shirts and shorts	87/848,613	2018-03-25		