

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM742094

<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>
Ritner Media LLC		04/01/2021	Limited Liability Company: MONTANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Liquid Web, LLC		
<b>Street Address:</b>	2703 Ena Drive		
<b>City:</b>	Lansing		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48917		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6084751	KADENCE WP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7342840874		
<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>	734-674-9995		
<b>Email:</b>	pmastro1@wyan.org		
<b>Correspondent Name:</b>	Patrick Mastrogiacomo, Jr.		
<b>Address Line 1:</b>	345 Pine Street		
<b>Address Line 4:</b>	Wyandotte, MICHIGAN 48192		
<b>NAME OF SUBMITTER:</b>	Patrick Mastrogiacomo, Jr.		
<b>SIGNATURE:</b>	/Patrick Mastrogiacomo, Jr./		
<b>DATE SIGNED:</b>	07/19/2022		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is made as of April 1, 2021, by and between Liquid Web, LLC, a Delaware limited liability company ("Assignee") and Ritner Media LLC (d/b/a Kadence WP), a Montana limited liability company ("Assignor"). All capitalized terms used and not otherwise defined in this Agreement will have the meaning set forth in the Asset Purchase Agreement, dated as of April 1, 2021, between Assignor, Assignee, the Members, and the Members' Agent (the "Purchase Agreement").

### RECITALS

A. Assignee has agreed to purchase certain Purchased Assets from Assignor pursuant to the Purchase Agreement.

B. Assignor has agreed to sell, assign, convey, transfer, and deliver to Assignee all of Assignor's right, title, and interest in and to the Purchased Assets, including the trademark set forth on Exhibit A, together with all registrations and applications for registration therefor, including extensions and renewals, and the goodwill associated therewith (collectively, the "Trademark"), pursuant to the Purchase Agreement.

C. Upon the Closing of the transactions contemplated by the Purchase Agreement, Assignor desires to transfer to Assignee and Assignee desires to acquire from Assignor all of Assignor's right, title, and interest in the Trademark.

### AGREEMENT

NOW, THEREFORE, in consideration of the mutual covenants, terms, and conditions set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Trademark Assignment. Assignor irrevocably assigns to the Assignee:

(a) all of Assignor's right, title, and interest in and to the Trademark, together with the goodwill associated therewith;

(b) any and all legal actions and rights and remedies at law or in equity for past, present and future infringements, misappropriations, or other violations of the Trademark, including the right to prosecute, maintain and sue for, collect, and retain all damages (including attorneys' fees and expenses), profits, proceeds, and all other remedies associated therewith; and

(c) any and all income, royalties, and payments accruing on or after the date of this Agreement with respect to the Trademark, for the Assignee's own use and enjoyment and for the use and enjoyment of the Assignee's successors, assigns, or other legal representatives.

2. Transfer of Trademark. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose

duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of Assignor's rights in the Trademark.

3. Further Actions. Assignor covenants and agrees to execute and deliver, at the request of the Assignee, such further instruments of transfer and assignment and to take such other action as Assignee may reasonably request to more effectively consummate the assignments contemplated by this Agreement.

4. Agreement Binding. This Agreement will be binding upon the successors and assigns of the parties.

5. Purchase Agreement. The terms of the Purchase Agreement, including but not limited to Assignor's representations, warranties, covenants, agreements, and indemnities relating to the Trademarks, are incorporated in this Agreement by this reference. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms of this Agreement, the terms of the Purchase Agreement will govern.

6. Counterparts. This Agreement may be executed in counterparts, by facsimile, e-mailed PDF or otherwise, each of which will be deemed an original, but all of which together will constitute one and the same instrument.

7. Governing Law. This Agreement will be governed by, and interpreted and enforced in accordance with, the laws of the State of Delaware, without regard to conflicts of law principles.

\* \* \*

IN WITNESS WHEREOF, the party below has executed this Trademark Assignment Agreement as of the date first above written.

LIQUID WEB, LLC

RITNER MEDIA LLC

By: 

By: 

Its: Jim Gelger, CEO

Its: 

20190877

Signature Page to Trademark Assignment Agreement

**EXHIBIT A**  
**TRADEMARK**

<b>Mark</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>Country</b>
KADENCE WF	6084751	June 23, 2020	United States