

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM740590

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bold Strategies, Inc.		05/04/2022	Corporation: ARKANSAS
RECEIVING PARTY DATA			
Name:	Upside Services Inc.		
Street Address:	1701 Rhode Island Ave.		
City:	Washington		
State/Country:	D.C.		
Postal Code:	20036		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6296674	UPSIDE DEALS	
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:	9144149523		
Email:	Terry@RuggieroIP.com		
Correspondent Name:	Terrence J. McAllister		
Address Line 1:	One Landmark Square		
Address Line 4:	Stamford, CONNECTICUT 06901		
NAME OF SUBMITTER:	Terrence J. McAllister		
SIGNATURE:	/RMM-TJM-tjm/		
DATE SIGNED:	07/12/2022		
Total Attachments: 1			
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CH \$40.00 6296674

TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into by and between Bold Strategies, Inc., an Arkansas corporation, with an address at 3301 S Market St Suite 104, Rogers, AR 72758 ("Assignor") and Upside Services Inc. a Delaware corporation with an office at 1701 Rhode Island Ave., NW Washington, DC 20036 ("Assignee").

WHEREAS, Assignor owns the entire right, title and interest in and to the trademark UPSIDE DEALS, a registration for which was issued by the United States Patent and Trademark Office on March 16, 2021 as Registration No. 6296674 (the "Mark");

WHEREAS, Assignor desires to assign all right, title and interest in and to the Mark to Assignee, upon the terms and conditions set forth herein.

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with all rights to sue and recover damages and lost profits resulting from past, present, and future infringements thereof, unfair competition or other conflicts therewith.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, convey and deliver unto Assignee all right, title and interest in and to the Mark together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark along with all rights to sue and recover damages and lost profits resulting from past, present, and future infringements thereof, unfair competition or other conflicts therewith;

Assignor agrees to cooperate with Assignee and to execute all documents reasonably requested by Assignee to assign all right, title and interest in and to the Mark to Assignee and to record those assignments in the US. Patent and Trademark Office. Assignee shall be responsible (but shall have no obligation) for preparing, filing, and recording such assignments and all costs associated therewith.

In WITNESS WHEREOF, Assignor has caused this instrument to be executed and delivered by an authorized representative as of the date indicated below.

Bold Strategies, Inc.,

By: 

Name: Allan Peretz
Title: President

Date: May 4, 2022