

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM750263

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Digital River, Inc.		08/16/2022	Corporation:
RECEIVING PARTY DATA			
Name:	Astound Commerce Corporation		
Street Address:	1611 Telegraph Avenue		
Internal Address:	Suite 400		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94612		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85235625	MARKET FORCE	
CORRESPONDENCE DATA			
Fax Number:	9526972631		
<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:	9526972630		
Email:	lriopel@billionarmitage.com		
Correspondent Name:	BILLION & ARMITAGE		
Address Line 1:	7401 METRO BLVD.		
Address Line 2:	SUITE 425		
Address Line 4:	MINNEAPOLIS, MINNESOTA 55439		
ATTORNEY DOCKET NUMBER:	1219.002UST1		
NAME OF SUBMITTER:	Richard E. Billion		
SIGNATURE:	/Richard E. Billion 32836/		
DATE SIGNED:	08/22/2022		
Total Attachments: 1			
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Trademark Assignment

WHEREAS, Digital River, Inc, a corporation with its principal place of business at 10380 Bren Rd. W. Minnetonka, Minnesota, United States 55343, (“Assignor”), has adopted, owns and is using the Mark MARKET FORCE (“the Mark”) in connection with the following services;

Transmission of advertising and marketing transactional messages via e-mail, the Internet, other electronic communications networks, or within an online software application and

WHEREAS, Assignor applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described goods, Application Serial Number 85/235,625 filed on February 7, 2022, now Registration Number 4,626,937, registered October 28, 2014 and

WHEREAS, Astound Commerce Corporation, a corporation with its principal place of business at 1611 Telegraph Avenue, Suite 400, Oakland, CA 94612, (“Assignee”), desires to acquire the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the pending application for registration.

Digital River, Inc.

Kristopher T. Schmidt

(Typed or Printed Name)

Chief Administrative officer

(Title)

Date: 8/16/2022

DocuSigned by:
Kristopher T. Schmidt

Signature