

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM753842

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vivial Media LLC		08/02/2022	Limited Liability Company: COLORADO
RECEIVING PARTY DATA			
Name:	Thryv, Inc.		
Street Address:	2200 West Airfield Drive		
City:	D/FW Airport		
State/Country:	TEXAS		
Postal Code:	75261-9810		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2891520	CINCINNATI BELL DIRECTORY	
Registration Number:	5926874	VIVIAL	
Registration Number:	6641254	CONNECT2LOCAL	
CORRESPONDENCE DATA			
Fax Number:	4048708176		
<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:	4048727000		
Email:	suzanne.skinner@wbd-us.com		
Correspondent Name:	Laura A. Kees		
Address Line 1:	P.O. BOX 570489		
Address Line 4:	Atlanta, GEORGIA 30357		
NAME OF SUBMITTER:	Laura A. Kees		
SIGNATURE:	/Laura A. Kees/		
DATE SIGNED:	09/07/2022		
Total Attachments: 4			
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CH \$90.00 2891520

INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment"), is made and entered into as of the 2nd day of August, 2022 (the "Effective Date") by and between Vivial Media LLC, a Limited Liability Company of the State of Colorado, having its principal place of business located 160 Inverness Drive West, Suite 250, Englewood, Colorado 80112, United States of America ("Assignor") and Thryv, Inc., an Incorporation of the State of Delaware, having its principal place of business located 2200 West Airfield Drive, D/FW Airport, Texas 75261-9810 ("Assignee").

WHEREAS, Assignor is the owner the trademarks and related trademark registrations described in Schedule "A" (the "Intellectual Property"), attached hereto and incorporated by reference herein;

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee, and Assignee desires to receive, all of its right, title, and interest in and to the Intellectual Property.

NOW, THEREFORE, for five dollars (\$5.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

(1) Assignor hereby irrevocably conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest of whatever kind in and to (i) the Intellectual Property in the United States and all jurisdictions outside the United States, (ii) all inventions and improvements disclosed and described in the Intellectual Property, (iii) all divisional, continuation, continuation-in-part, and foreign-counterpart applications describing in whole or in part the said inventions and improvements, (iv) any trademark registrations, patents issued or reissued, and extensions of the aforementioned, (v) the right to apply for patent applications within or outside the United States based in whole or in part upon the Intellectual Property, and any priority right that may arise for the Intellectual Property, (vi) all goodwill of the business connected with and symbolized by the Intellectual Property; and (vii) all rights to sue for and recover damages and profits based on any past, present, or future infringement and/or dilution of any of Assignor's rights in or to the Intellectual Property or injury to the goodwill associated with the Intellectual Property, whether known or unknown, all of the foregoing to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

(2) Assignee shall pay to Assignor an additional amount based on the value of the foregoing Intellectual Property as determined by an independent valuation thereof conducted by an independent evaluator.

(3) Assignor irrevocably authorizes the United States Patent and Trademark Office and other empowered officials in any applicable jurisdictions outside the United States to record the transfer of the registrations set forth on Schedule "A" to Assignee as assignee of Assignor's entire right, title, and interest therein. Within thirty (30) days after the date hereof, Assignor shall provide Assignee with evidence satisfactory to Assignee that recordation of the transfer of the trademark registrations set forth on Schedule "A" has occurred.

(4) Assignor shall, at any time and from time-to-time after the date hereof, upon the reasonable request of the Assignee, execute, acknowledge and deliver to Assignee all such further deeds, assignments, transfers, conveyances, powers of attorney and assurances, and take all such further actions, as Assignee deems necessary or desirable to give effect to the transactions contemplated by this Assignment. In the event Assignor does not promptly take such action as reasonably requested by Assignee, Assignor shall be deemed to have granted to Assignee as Assignor's true and lawful attorney-in-fact and agent with full power of substitution and reconstitution for Assignor and in its name, place and stead in any and all capacities to execute in the name of Assignor any and all such further reasonable actions as Assignee deems necessary or desirable to give effect to the transactions contemplated by this Assignment, granting unto said attorney-in-fact and agent full power of authority to do and perform each and every reasonable action required or necessary to be done to give effect to the transactions contemplated by this Assignment, as fully as Assignor might or could do in person, hereby ratifying and confirming all actions that said attorney-in-fact and agent or its substitute or substitutes may lawfully do or cause to be done.

(5) This Assignment shall be governed by and construed in accordance with the laws of the State of Georgia, without giving effect to such State's conflict of laws.

(6) This Assignment may be executed in any number of counterparts and signatures may be delivered by electronic mail in portable document format (PDF), each of which may be executed by less than all parties, each of which shall be enforceable against the parties actually executing such counterparts, and all of which together shall constitute one instrument.

IN WITNESS WHEREOF, the undersigned have executed this Intellectual Property Assignment effective on the date first written above.

BY ASSIGNOR:

BY ASSIGNEE:

BY: VIVIAL MEDIA LLC

BY: THRYV, INC.

NAME: Lesley Bolger

NAME: Lesley Bolger

TITLE: Chief Legal Officer

TITLE: Chief Legal Officer

DATE: 8/12/22

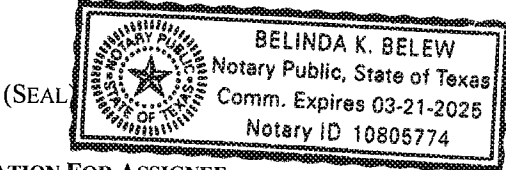
DATE: 8/12/22

ATTESTATION FOR ASSIGNOR

STATE OF Texas
COUNTY OF Tarrant

BEFORE ME, a Notary Public in and for the County and State aforesaid, on this 2nd day of August, 2022 personally appeared Lesley Bolger, known to me to be the same person whose name is subscribed to the foregoing Patent and Invention Assignment, who being duly sworn acknowledged that he signed, sealed and delivered the said Patent and Invention Assignment as his free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal.



Belinda K. Belew
NOTARY PUBLIC

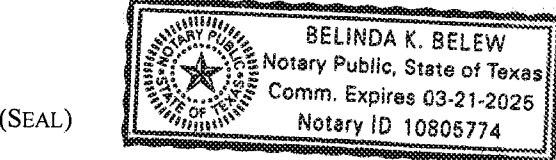
MY COMMISSION EXPIRES: March 21, 2025

ATTESTATION FOR ASSIGNEE

STATE OF Texas
COUNTY OF Tarrant

BEFORE ME, a Notary Public in and for the County and State aforesaid, on this 2nd day of August, 2022 personally appeared Lesley Bolger, known to me to be the same person whose name is subscribed to the foregoing Patent and Invention Assignment, who being duly sworn acknowledged that he signed, sealed and delivered the said Patent and Invention Assignment as his free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal.



Belinda K. Belew
NOTARY PUBLIC

MY COMMISSION EXPIRES: March 21, 2025

SCHEDULE "A" (TRADEMARKS)

JURISDICTION	REGISTRATION NO:	REGISTRATION DATE:	TRADEMARK
USA	2891520	10/05/2004	CINCINNATI BELL DIRECTORY
USA	5926874	12/03/2019	VIVIAL
USA	6641254	02/08/2022	CONNECT2LOCAL