

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM757727

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Maven Coalition, Inc.		02/18/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Arena Platform, Inc.		
<b>Street Address:</b>	200 Vesey Street, 24th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10281		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4108795	HUBPAGES	
<b>Registration Number:</b>	4681678	LIFTIGNITER	
<b>Serial Number:</b>	90761721	THE ARENA	
<b>Serial Number:</b>	90761731	THE ARENA GROUP	
<b>Serial Number:</b>	90799513	THE ARENA GROUP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2066826031		
<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>	2066224900		
<b>Email:</b>	USTM.Docketing@SeedIP.com		
<b>Correspondent Name:</b>	Seed IP Law Group LLP		
<b>Address Line 1:</b>	701 5th Avenue, Suite 5400		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98104		
<b>ATTORNEY DOCKET NUMBER:</b>	630272.001		
<b>NAME OF SUBMITTER:</b>	Syed Abedi		
<b>SIGNATURE:</b>	/Syed Abedi/		
<b>DATE SIGNED:</b>	09/27/2022		
<b>Total Attachments: 0</b>			

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