

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM788290

<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>
DEER, LLC		02/17/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Eisner Advisory Group LLC		
<b>Street Address:</b>	733 Third Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87870167	LURIE	
<b>Serial Number:</b>	87163135	BUILD YOUR OWN BONUS	
<b>Serial Number:</b>	87130308	THERE'S PUBLIC. THERE'S PRIVATE. AND THE	
<b>Serial Number:</b>	86606429	L LURIE EST. 1940	
<b>Serial Number:</b>	86196845	YOURBOOKS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	trademarks@dechert.com		
<b>Correspondent Name:</b>	Dechert LLP		
<b>Address Line 1:</b>	2929 Arch Street, Cira Centre		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19104-2808		
<b>ATTORNEY DOCKET NUMBER:</b>	192068		
<b>NAME OF SUBMITTER:</b>	Hilary Smoot		
<b>SIGNATURE:</b>	/Hilary Smoot/		
<b>DATE SIGNED:</b>	02/21/2023		
<b>Total Attachments: 4</b>			

CH \$140.00 87870167

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## **TRADEMARK ASSIGNMENT AGREEMENT**

This TRADEMARK ASSIGNMENT AGREEMENT (this “Trademark Assignment”) is made as of February 17, 2023 (the “Effective Date”), by and between DEER, LLC, a Delaware limited liability company, having an address at 2501 Wayzata Blvd, Minneapolis, MN 55405 (“Assignor”) and Eisner Advisory Group LLC, a Delaware limited liability company, having its principal office located at 733 Third Avenue, New York, New York 10017 (“Assignee”). Each of Assignor and Assignee is referred to as a “Party” and together as the “Parties”.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignment. Assignor hereby irrevocably sells, conveys, assigns and transfers to Assignee, and Assignee hereby purchases, acquires and accepts, all of Assignor’s rights, title and interest in and to:

(a) the trademarks and trademark applications set forth in Schedule I hereto and all issuances, extensions, and renewals thereof (the “Assigned Trademarks”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Assignors accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, upon Assignee’s reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other

means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of New York, without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

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The undersigned Parties have executed this Trademark Assignment Agreement effective as of the Effective Date:

**DEER, LLC, as Assignor**


By: Charles Weinstein  
Name: Charles Weinstein  
Title: Authorized Person

**EISNER ADVISORY GROUP LLC, as Assignee**

Charles Weinstein  
By: \_\_\_\_\_  
Name: Charles Weinstein  
Title: CEO

**SCHEDULE I**

**Assigned Trademarks**

<b>Mark</b>	<b>Country</b>	<b>Application Number</b>	<b>Application Date</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>Owner of Record</b>
LURIE	US	<b>App</b> 87870167	<b>App</b> 10- APR-2018	<b>Reg</b> 5941161	<b>Reg</b> 24- DEC-2019	DEER, LLC
BUILD YOUR OWN BONUS	US	<b>App</b> 87163135	<b>App</b> 07- SEP-2016	<b>Reg</b> 5351590	<b>Reg</b> 05- DEC-2017	DEER, LLC
THERE'S PUBLIC. THERE'S PRIVATE. AND THEN THERE'S LURIE.	US	<b>App</b> 87130308	<b>App</b> 08- AUG-2016	<b>Reg</b> 5590808	<b>Reg</b> 23- OCT-2018	DEER, LLC
 LURIE	US	<b>App</b> 86606429	<b>App</b> 22- APR-2015	<b>Reg</b> 5423751	<b>Reg</b> 13- MAR-2018	DEER, LLC
YOURBOOKS	US	<b>App</b> 86196845	<b>App</b> 18- FEB-2014	<b>Reg</b> 4668684	<b>Reg</b> 06- JAN-2015	DEER, LLC