

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM792116

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	05/27/2020		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
22squared, Inc.		07/14/2022	Corporation: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Guided by Good, Inc.		
<b>Street Address:</b>	1170 Peachtree Street NE		
<b>Internal Address:</b>	Suite 1400		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	30309		
<b>Entity Type:</b>	Corporation: GEORGIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90896193	GUIDED BY GOOD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8139843070		
<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>	8139843060		
<b>Email:</b>	jlake@tlolawfirm.com		
<b>Correspondent Name:</b>	James B. Lake, Esq.		
<b>Address Line 1:</b>	601 South Boulevard		
<b>Address Line 4:</b>	Tampa, FLORIDA 33606		
<b>NAME OF SUBMITTER:</b>	James B. Lake		
<b>SIGNATURE:</b>	/James B. Lake/		
<b>DATE SIGNED:</b>	03/06/2023		
<b>Total Attachments: 1</b>			
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OP \$40.00 90896193


**TRADEMARK ASSIGNMENT AGREEMENT**


This agreement (this "Agreement") is by and between 22squared, inc., a Georgia corporation ("Assignor"), and Guided by Good, Inc. ("Assignee"), a Georgia corporation. Effective as of May 27, 2020, Assignor and Assignee (collectively the "Parties") agree as follows:

1. Assignor owns the mark GUIDED BY GOOD (the "Mark"), including a pending U.S. trademark application seeing registration of that mark (U.S. Trademark Serial Number 90/896,193) (the "Application").
2. Assignee desires to acquire the Mark and the Application, both of which Assignor is willing to assign to Assignee.
3. Accordingly, Assignor assigns to Assignee, effective as of the date Assignor signs this Agreement: (a) any and all of Assignor's right, title, and interest in and to the Application and Mark, and all rights therein; and (b) the goodwill of the business connected with the use of and symbolized by the Mark. This assignment is made "as is" and without any representations or warranties by Assignor.
4. This Agreement will be governed by the laws of the State of Georgia. A facsimile or photocopy signature of an authorized agent of either Party shall be sufficient for all purposes.

22SQUARED, INC.

GUIDED BY GOOD, INC.

By:   
Emilee Weaver (Jul 14, 2022 08:09 EDT)

By:   
Vivek Radia (Jul 13, 2022 18:18 EOT)

Print Name: Emilee Weaver

Print Name: Vivek Radia

Title: CFO

Title: CFO

Date: Jul 14, 2022

Date: Jul 13, 2022