

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM800020

<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>
Sarah Kranz		12/30/2022	INDIVIDUAL: UNITED STATES
Tiffany Black		12/24/2022	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Competitive Media Reporting, LLC		
<b>Street Address:</b>	3 WORLD TRADE CENTER		
<b>Internal Address:</b>	175 GREENWICH STREET		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10007		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6134363	VIVVIX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2125939175		
<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>	2129800120		
<b>Email:</b>	jprechtel@fkks.com		
<b>Correspondent Name:</b>	Rachel Santori		
<b>Address Line 1:</b>	28 Liberty Street		
<b>Address Line 4:</b>	New York, NEW YORK 10005		
<b>ATTORNEY DOCKET NUMBER:</b>	032996-0200		
<b>NAME OF SUBMITTER:</b>	Rachel Santori		
<b>SIGNATURE:</b>	/Rachel Santori/		
<b>DATE SIGNED:</b>	04/03/2023		
<b>Total Attachments: 1</b>			
source=VIVVIX assignment#page1.tif			

OP \$40.00 6134363

**Exhibit A**

**CONFIRMATORY TRADEMARK ASSIGNMENT**

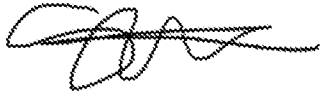
This Confirmatory Trademark Assignment (“**Assignment**”) is made and entered into as of December ~~30~~ 2022 by, on the one hand, Competitive Media Reporting, LLC, a Delaware limited liability company with a business address of 3 World Trade Center, 175 Greenwich Street, New York, NY, 10007 (“**Assignee**”) and, on the other hand, Sarah Kranz, an individual with a previous mailing address of 29865 Hiddenwood Laguna, Niguel, CA 92677 and Tiffany Black, an individual with a previous mailing address of 16675 Slate Drive, Chino Hills, CA 91709 (Sarah Kranz and Tiffany Black are collectively the “**Assignors**”) (Assignors and Assignee are collectively the “**Parties**”).

WHEREAS, Assignors have agreed to assign to Assignee, and Assignee has agreed to accept, all of Assignors’ right, title and interest in and to the trademark VIVVIX, including U.S. Reg. No. 6134363, any and all common law rights in the subject mark, and all goodwill associated therewith (collectively the “**Trademark**”).

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign to Assignee all of Assignors’ right, title, and interest in and to the Trademark. It is the intent of the Parties that Reg. No. 6134363 be updated to reflect Assignee as the current owner.

IN WITNESS WHEREOF, the Parties hereto have caused this Assignment to be executed by their duly authorized representatives:

**Sarah Kranz**



Signature

Date: 12/30/2022

**Tiffany Black**



Signature

Date: 12/24/2022

**Competitive Media Reporting, LLC**

DocuSigned by:  
By: Chris Martin Chris Martin  
603D1F205DE441A...

Title: Finance Director

Date: 1/3/2023 | 12:28 CST