

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM808297

<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>
Big Village Insights, Inc.		04/20/2023	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BV Insights LLC		
<b>Street Address:</b>	6400 Congress Ave., Ste. 2050		
<b>City:</b>	Boca Raton		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33487		
<b>Entity Type:</b>	Limited Liability Company: FLORIDA		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	73659918	CARAVAN	
<b>Serial Number:</b>	73212506	CARAVAN SURVEYS	
<b>Serial Number:</b>	74319087	FIND	
<b>Serial Number:</b>	76362542	INSIGHT BEYOND MEASURE	
<b>Serial Number:</b>	76100792	INTOTA	
<b>Serial Number:</b>	77753204	OPINION RESEARCH CORPORATION	
<b>Serial Number:</b>	73212843	ORC	
<b>Serial Number:</b>	74707637	ORC INTERNATIONAL	
<b>Serial Number:</b>	87215115	SEE TOMORROW	
<b>Serial Number:</b>	74050657	TELTECH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9374436635		
<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>	9374436838		
<b>Email:</b>	trademarks@thompsonhine.com		
<b>Correspondent Name:</b>	Steven J. Elleman		
<b>Address Line 1:</b>	10050 Innovation Drive, Suite 400		
<b>Address Line 4:</b>	Dayton, OHIO 45342		

OP \$265.00 73659918

<b>ATTORNEY DOCKET NUMBER:</b>	107375-002-2 SJE/jmb
<b>NAME OF SUBMITTER:</b>	Steven J. Elleman
<b>SIGNATURE:</b>	/Steven J Elleman/
<b>DATE SIGNED:</b>	05/05/2023

**Total Attachments: 5**

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“*Assignment*”), dated as of April 20, 2023, is made by and between:

Big Village Insights, Inc., a Delaware corporation f/k/a Engine International, Inc. (“*Assignor*”), and

BV Insights LLC, a Florida limited liability company, (“*Assignee*”).

WHEREAS, Assignor owns the entire right, title and interest in and to certain trademarks;

WHEREAS, Assignor desires to assign and transfer to Assignee its entire right, title and interest in and to such trademarks; and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to such trademarks.

NOW, THEREFORE, Assignor and Assignee hereby agree as follows:

1. Assignment. In consideration of the sum of U.S. One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the following:

(a) the trademarks and registrations and applications therefor listed in Exhibit A hereto and all issuances, extensions, and renewals thereof (the “*Trademarks*”), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks together with the entire business to which the marks pertain;

(b) all rights of any kind whatsoever of Assignor 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, payment, 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, dilution, 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 Assignment upon

## Trademark Assignment

request by Assignee. Following the date hereof, and for the above consideration, Assignor agrees promptly upon request of Assignee, or its successors or assigns, to take such steps and actions, and provide cooperation and assistance to Assignee or its successors or assigns, including the execution and delivery without further compensation of any additional papers as may be reasonably necessary to record and fully effect, evidence, or perfect the assignment and transfer of the Trademarks to Assignee or its successors or assigns, in the United States or any foreign country.

3. Counterparts. This 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 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 Assignment.

4. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This 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 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 Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

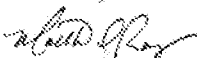
[SIGNATURE PAGE FOLLOWS]

Trademark Assignment

IN WITNESS WHEREOF, the parties have executed this Assignment on the day and year first written above.


**ASSIGNOR:**

**BIG VILLAGE INSIGHTS, INC., f/k/a Engine International, Inc.**

By:   
Name: \_\_\_\_\_  
Name: Matthew Ray  
Title: CRO

**ASSIGNEE:**

**BV INSIGHTS LLC**

By:   
Name: \_\_\_\_\_  
Name: Matthew Drinkwater  
Title: Chief Executive Officer

**Exhibit A – Trademarks**

TRADEMARK	COUNTRY	OWNER	STATUS	APP NO	APP DATE	REG NO	REG DATE	RENEWAL DATE	CLASSES	GOODS/SERVICES	MG NO
CARAVAN	United States of America	BIG VILLAGE INSIGHTS, INC.	Registered	73659918	5/11/1987	1470224	12/22/1987	12/22/2027	42	42 Conducting opinion polls and surveys, and analyzing and reporting same in the fields of marketing, public relations and public affairs	18687.0010U\$01
CARAVAN SURVEYS FIND	United States of America	BIG VILLAGE INSIGHTS, INC.	Registered	73212506	4/23/1979	1158530	6/23/1981	6/23/2031	42	42 Conducting Opinion Polls and Surveys, and Analyzing and Reporting Same in the Fields of Marketing, Public Relations and Public Affairs	18687.0011U\$01
INSIGHT BEYOND MEASURE (STYLIZED)	United States of America	BIG VILLAGE INSIGHTS, INC.	Registered	74319087	9/29/1992	1776731	6/15/1993	6/15/2023	35	35 business research, business consulting, and business information services	18687.0018U\$01
INTOTA	United States of America	BIG VILLAGE INSIGHTS, INC.	Inactive	76362542	1/24/2002	2659146	12/10/2002		35	35 research services in the fields of marketing, public relations and public affairs; conducting opinion polls and surveys, and analyzing and reporting same in the fields of marketing, public relations and public affairs	18687.0019U\$01
OPINION RESEARCH CORPORATION	United States of America	BIG VILLAGE INSIGHTS, INC.	Inactive	76100792	8/1/2000	2696289	3/11/2003		35, 42	35 Consulting services in the field of business and knowledge management; advertising services for others 42 providing information in the fields of science and technology; providing research services for others in the fields of science and technology; providing export consultation services in the fields of science and technology.	18687.0020U\$01
ORC	United States of America	BIG VILLAGE INSIGHTS, INC.	Inactive	77753204	6/5/2009	3862579	10/19/2010		35	35 Research services in the fields of marketing, public relations and public affairs	18687.0004U\$01
INTERNATIONAL SEE TOMORROW	United States of America	BIG VILLAGE INSIGHTS, INC.	Registered	73212843	4/23/1979	1147327	2/17/1981	2/17/2031	35	35 Research Services in the Fields of Marketing, Public Relations and Public Affairs	18687.0005U\$01
	United States of America	BIG VILLAGE INSIGHTS, INC.	Registered	74707637	7/28/2995	2002715	9/24/1996	9/24/2026	35	35 research services in the fields of marketing, public relations and public affairs	18687.0021U\$01
	United States of America	BIG VILLAGE INSIGHTS, INC. Please note, this is a slogan used by Cassandra. Cassandra is currently operating under Agency but their slogan apparently remains legally owned by Insights.	Registered	87215115	10/25/2016	5217476	6/6/2017	6/6/2027	35	35 Marketing services, namely, promoting or advertising the goods and services of others	18687.0023U\$01
TELTech	United States of America	BIG VILLAGE INSIGHTS, INC.	Inactive	74050657	4/19/1990	1642386	4/23/1991		42	42 computer data base and literature researching services; providing consultation services with technical and scientific experts	18687.0025U\$01