

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM809133

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
REPUTATION INSTITUTE, INC.		10/19/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	StrawberryFrog LLC		
Street Address:	350 Fifth Avenue, Suite 5210		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10118		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6352804	PURPOSE POWER INDEX	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	2125197733		
Email:	Rich@JacobsonTrademark.com		
Correspondent Name:	Richard P. Jacobson		
Address Line 1:	445 Park Avenue - 9th Floor		
Address Line 2:	Jacobson Law Group		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	PPI - Rep Inst to SF		
NAME OF SUBMITTER:	Richard P. Jacobson		
SIGNATURE:	/Richard P. Jacobson/		
DATE SIGNED:	05/09/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (“Agreement”) is entered into this 19th day of October 2022 (the “Effective Date”), by and between REPUTATION INSTITUTE, INC. a Delaware corporation with a principal place of business at 399 Boylston Street, Boston, MA 02116 (“Assignor”) and StrawberryFrog LLC, a Delaware limited liability company with a principal place of business at 350 Fifth Avenue, Suite 5210 New York, NY 10118 (“Assignee”).

WHEREAS, Assignor is the owner of the United States trademark registration shown on Schedule A (the “Mark”);

WHEREAS, Assignor wishes to assign and transfer all rights in the Mark, and the registration therefor, and Assignee wishes to acquire all rights in the Mark, and the registration therefor from Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties mutually agree as follows:

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee all worldwide right, title and interest in, to and under the Mark, including without limitation any application or registration therefor in any jurisdiction, any common law rights therein, and any trade name, business name or domain name incorporating the Mark, and any other rights Assignor may have in the Mark, together with the goodwill of the business connected with the use of and symbolized by the Mark, and together with all causes of action for the past, present and future infringement of the Mark.

2. Warranties. Assignor represents and warrants that (i) it is the owner of all right, title and interest in the Mark, and has not granted any rights or interests in the Mark to any other person or entity, or otherwise encumbered the Mark in any manner; (ii) it has the authority to enter into this Agreement and fully perform all of its obligations hereunder; (iii) to its knowledge, the statements made in the application for trademark registration of the Mark is true and correct; and (iv) to its knowledge, there is no claim or threatened claim that the Mark or its use of the Mark infringes, violates or breaches the rights of any other person or entity.

3. Ongoing Cooperation. Assignor agrees to execute and deliver to Assignee all other documents reasonably requested by Assignee and to perform any other reasonable acts Assignee may require to perfect and vest in Assignee all of Assignor’s right, title and interest in and to the Mark.

4. Entire Agreement. This Agreement constitutes the entire understanding of the parties, and supersedes any prior agreements or communications, concerning the subject matter described herein and therein.

[Signature appears on the following page]

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment Agreement as of the Effective Date.

REPUTATION INSTITUTE, INC.

By: David Stack
Name: David Stack
Title: Chief Financial Officer
Date:

SCHEDULE A

Mark	Registration No.	Registration Date
PURPOSE POWER INDEX	6352804	May 18, 2021