

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM820119

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|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Rosie Applications Inc. | | 06/01/2023 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Maplebear Inc. | | |
| Street Address: | 50 Beale Street, Suite 600 | | |
| City: | San Francisco | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94105 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5237323 | ROSIE | |
| 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: | 16508395070 | | |
| Email: | tmdoctc@fr.com | | |
| Correspondent Name: | Lisa Greenwald-Swire | | |
| Address Line 1: | PO Box 1022 | | |
| Address Line 4: | Minneapolis, MINNESOTA 55440-1022 | | |
| NAME OF SUBMITTER: | Lisa Greenwald-Swire | | |
| SIGNATURE: | /Lisa Greenwald-Swire/ | | |
| DATE SIGNED: | 06/27/2023 | | |
| Total Attachments: 3 | | | |
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TRADEMARK, DOMAIN NAME, AND SOCIAL MEDIA ASSIGNMENT

This Trademark, Domain Name, and Social Media Assignment, dated June 1, 2023, (the "Effective Date") is by and between Rosie Applications Inc., a Delaware corporation having a principal place of business at 50 Beale Street, Suite 600 San Francisco, CA 94105 ("Assignor"), and Maplebear Inc. d/b/a Instacart, a Delaware corporation having a principal place of business at 50 Beale Street, Suite 600 San Francisco, CA 94105 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, domain names, and social media accounts listed in the schedule below (the "Assigned Assets");

WHEREAS, Assignor is a wholly owned subsidiary of the Assignee;

WHEREAS, Assignee desires to acquire the Assigned Assets from Assignor;

NOW, THEREFORE, in consideration of the foregoing premises and covenants, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged,

1. Assignor assigns, transfers and sets over to Assignee, all right, title, and interest in and to the Assigned Assets, including, but not limited to:

a. the "Trademarks" which collectively refers to all foreign and United States (federal and state) trade names, trademarks, service marks, and trade dress, including any registrations and applications to register or renew the registrations of any of the foregoing, common law rights, trademark and service mark registrations and trademark and service mark applications owned or used by Assignor, as shown in Exhibit A attached hereto, along with all of the goodwill of the business symbolized by and associated with the trademarks.

b. the "Domain Names" which collectively refers to any alphanumeric designation registered with or assigned by a domain name registrar, registry or domain name registration authority as part of an electronic address on the Internet, owned, leased, licensed or used by Assignor as of the Effective Date in connection with the Business, as shown in Exhibit B attached hereto. A Domain Name may or may not also be a Trademark; and

c. the "Social Media Assets" as shown in Exhibit C attached hereto.

2. Assignor assigns, sells, transfers and sets over unto Assignee, all claims for damages for reason of past or current infringement of the Trademarks, as well as the right to sue for and collect the same for its own use and enjoyment.

3. Assignor authorizes the United States Patent & Trademark Office, and any government official whose duty it is to record trademark registrations, applications and title thereto, to record the trademarks as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this instrument.

4. Assignor represents and warrants that it has the unrestricted right to convey all right, title and interest in the Assigned Assets, and that Assignor has not executed, and will not execute, any agreements that are inconsistent with this Assignment.

The undersigned, being duly authorized, have executed this Assignment as a sealed instrument as of the date first written above.

ASSIGNOR – Rosie Applications Inc.

By: *Morgan Fong*

Name: Morgan Fong

Title: Director

ASSIGNEE – Maplebear Inc. d/b/a Instacart






By: *Morgan Fong*

Name : Morgan Fong

Title: General Counsel

Exhibit A

Trademarks

| <u>Trademark</u> | <u>Registration Number</u> | <u>Registration Date</u> | <u>Jurisdiction</u> |
|---|----------------------------|---------------------------------|---------------------|
| ROSIE | Reg. No. 5,237,323 | Registration Date 07/04/2017 | United States |
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