

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM831820

<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>
Ascential Inc.		06/30/2023	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Money2020 LLC		
<b>Street Address:</b>	55 West 46th Street		
<b>Internal Address:</b>	27th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90790432	MONEY 20/20	
<b>Registration Number:</b>	4829784	MONEY 20/20	
<b>Registration Number:</b>	5195970	MONEY20/20 HACKATHON	
<b>Registration Number:</b>	5360303	MONEY20/20EUROPE	
<b>Registration Number:</b>	4468690	MONEY2020	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	615 782 2200		
<b>Email:</b>	alexandra.mackay@stites.com		
<b>Correspondent Name:</b>	Alexandra MacKay		
<b>Address Line 1:</b>	401 Commerce Street		
<b>Address Line 2:</b>	Suite 800		
<b>Address Line 4:</b>	Nashville, TENNESSEE 37219		
<b>NAME OF SUBMITTER:</b>	Alexandra MacKay		
<b>SIGNATURE:</b>	/Alex/		
<b>DATE SIGNED:</b>	08/14/2023		

OP \$140.00 90790432

**Total Attachments: 6**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”), effective as of the last date set forth on the signature page, is entered into by and between Ascential Inc., a Delaware corporation (“Assignor”), and Money2020 LLC, a Delaware limited liability company (“Assignee”).

WHEREAS, Assignor is the record owner of the certain marks, including the marks identified on *Exhibit A*, attached to and made a part of this Assignment, including all applications, registrations, common law rights, trade names, fictitious names, and the rights to recover for past, present, and future infringement (collectively, the “Marks”);

WHEREAS, Assignor has adopted, used, is using, and has acquired goodwill associated with and symbolized by the Marks;

WHEREAS, Assignor is the sole member of Assignee;

WHEREAS, Assignor and Assignee are parties to that certain Contribution Agreement dated as of June 30, 2023 (the “Agreement”) pursuant to which Assignor has assigned, transferred, and conveyed substantially all of the its assets associated with the business of the content, sales, networking, and event platform for the global money ecosystem associated with the Marks, including the Marks themselves (and the goodwill of the business symbolized by the Marks);

WHEREAS, pursuant to and subject to the Agreement, Assignor executes this Trademark Assignment for the purpose of confirming such assignment and putting third parties on notice of such assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Pursuant to and subject to the terms and conditions of the Agreement, effective as of June 30, 2023, Assignor does hereby, sell, assign, set over, transfer, and convey to Assignee the entire right, title, and interest in and to the Marks together with the goodwill of the business connected with the use of and symbolized by the Marks and all attendant rights, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representatives, as fully or entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, together with all registrations and applications for registrations of the Marks throughout the world, all claims for legal and equitable relief of any kind by reason of past, present, or future infringement of said Marks, with the right to sue for and obtain the same for its own use and behalf, and for the use of its successors, or other legal representatives.

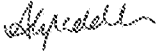
Assignor hereby authorizes and requests that the Commissioner for Trademarks record this Assignment. Assignor shall take any and all reasonable actions, including without limitation, the execution, acknowledgement, and delivery of any and all documents that Assignee may reasonably request to record and perfect Assignee’s interest in and to the Marks.

This Assignment shall be governed by and construed in accordance with the Laws of 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 to follow]*

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed on of the date set forth below effective as of June 30, 2023:

**ASCENTIAL INC.**

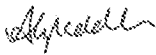
By: 

Name: Mandy Gradden

Title: CFO

Date: \_\_\_\_\_

**MONEY2020 LLC**

By: 

Name: Mandy Gradden

Title: CFO

Date: \_\_\_\_\_

**EXHIBIT A**

**Marks**

<b>MARK</b>	<b>REG. No./APP. No.</b>	<b>IC/GOODS</b>
MONEY 20/20	90/790,432	<p>09 Electronic downloadable publications, namely, reports in the field of fintech or financial technology, financial services, emerging payments, and the financial services industry; downloadable electronic bulletins and reports in the field of fintech or financial technology, financial services, emerging payments, and the financial services industry; downloadable podcasts in the field of fintech or financial technology, financial services, emerging payments, and the financial services industry; downloadable webinars in the fields of financial services, financial industry, financial technology or fintech, and emerging payments; Downloadable white papers and reports and downloadable podcasts, all in the field of financial services, the finance industry, and emerging payments.</p> <p>35 arranging, conducting and production of virtual exhibitions, shows, fairs, festivals, presentations and events for commercial, promotional and advertising purposes; arranging and conducting business competitions for entrepreneurs to compete for investment to facilitate business activities; arranging, conducting, and production of virtual trade exhibitions, trade shows, business conferences and special events for business purposes; virtual business networking services; conducting virtual trade show exhibitions online; conducting virtual trade show exhibitions online in the field of payments, financial technology, and financial services; business and commercial information services; information and advisory services relating to all the aforesaid; arranging, conducting and production of live exhibitions, shows, fairs, festivals, presentations and events for commercial, promotional, and advertising purposes; live business networking services; conducting live trade show exhibitions online in the field of payments, financial technology, and financial services</p> <p>36 providing a website featuring information in the field of financial services, the finance industry, and emerging payments; providing information in the field of financial services, the financial industry, and emerging payments via communication, computer networks, computer databases and the Internet; information and advisory services relating to all the aforesaid.</p>

		41 educational services, namely, organizing, arranging and conducting virtual seminars, congresses, courses, non-downloadable webinars, exhibitions, conferences, conventions in the fields of financial services, finance industry, financial technology or fintech, and emerging payments; providing a website featuring non-downloadable publications in the nature of articles in the fields of financial services, finance industry, financial technology or fintech, and emerging payments; entertainment services, namely, providing podcasts in the fields of financial services, finance industry, financial technology or fintech, and emerging payments; providing online non-downloadable videos in the fields of financial services, finance industry, financial technology or fintech, and emerging payments; information and advisory services relating to all the aforesaid; educational services, namely, organizing, arranging and conducting live seminars, congresses, courses, non-downloadable webinars, exhibitions, conferences, conventions in the fields of financial services, finance industry, financial technology or fintech, and emerging payments; providing a website featuring digital content in the nature of non-downloadable videos in the field of financial services, the finance industry, and emerging payments; Providing non-downloadable podcasts, on-line non-downloadable videos, on-line non-downloadable interview transcripts, on-line non-downloadable articles, on-line non-downloadable blogs, and a website featuring non-downloadable photographs and on-line non-downloadable images, all in the field of financial services, the finance industry, and emerging payments
Money 20/20	4829784	41 Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of financial services, including emerging payments; organization of educational seminars, [ working groups, research groups ] and educational conventions in the field of financial services, including emerging payments
MONEY20/20 HACKATHON	5195970	41 Organization of educational seminars, working groups, research groups and conventions in the field of financial services, including emerging payments; providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of financial services, including emerging payments
MONEY20/20 EUROPE	5360303	41 Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of financial services, including emerging payments; organization of educational seminars, working groups, research groups and

		conventions in the field of financial services, including emerging payments
MONEY2020	4468690	41 Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of financial services, including emerging payments; organization of [ educational seminars, working groups, research groups and ] conventions in the field of financial services, including emerging payments