

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM836939

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900796814		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Z Squared Media, LLC		08/16/2023	Limited Liability Company: OHIO
RECEIVING PARTY DATA			
Name:	Lulu Press, Inc.		
Street Address:	160 Mine Lake Court, Suite 200		
City:	Raleigh		
State/Country:	NORTH CAROLINA		
Postal Code:	27615		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	97607177	CREATOR ECONOMY EXPO	
Serial Number:	97594656	THE TILT	
Serial Number:	97594619	THE TILT	
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:	9198211220		
Email:	trademarks@smithlaw.com		
Correspondent Name:	Philip J. Cardinale		
Address Line 1:	150 Fayetteville Street, Suite 2300		
Address Line 4:	Raleigh, NORTH CAROLINA 27601		
ATTORNEY DOCKET NUMBER:	7225.14		
NAME OF SUBMITTER:	Philip J. Cardinale		
SIGNATURE:	/Philip J. Cardinale/		
DATE SIGNED:	09/05/2023		
Total Attachments: 3	source=Countersigned TM assignment doc#page1.tif		

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT, dated as of July 14, 2023 (this "Assignment"), is made by and between Z Squared Media, LLC, an Ohio limited liability company located at 17040 Amber Drive, Cleveland, Ohio 44111 ("Assignor") and Lulu Press, Inc., a Delaware corporation, located at 160 Mine Lake Court, Suite 200, Raleigh, North Carolina 27615 ("Assignee"). Assignor and Assignee may be referred to in this Agreement in the singular as "Party" and collectively as "Parties."

WHEREAS, Assignor is the sole owner of the trademark applications identified on Schedule I hereto (the "Applications");

WHEREAS, the Parties desire that Assignor assign the Applications to Assignee; and

WHEREAS, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's right, title and interest in, to and under the Applications.

NOW, THEREFORE, in consideration of the mutual promises made herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and upon the terms and subject to the conditions set forth herein, the parties hereto hereby agree as follows:

1. Assignor does hereby sell, convey, assign, transfer, and deliver unto Assignee, all its right, title, and interest in, to, and under the Applications, together with the goodwill, if any, of the business associated therewith and which is symbolized thereby, and all other rights secured under the laws of the United States and any other foreign country with respect to the Applications, and Assignee hereby accepts such sale, conveyance, assignment, transfer, and delivery. Assignor further sells, conveys, assigns, transfers, and delivers to Assignee all rights of Assignor to bring an action or seek any other remedy, whether at law or in equity, against any third party for past, present, or future infringement, dilution, tarnishment, blurring, or other misappropriation or unauthorized use of the Applications, including the right to bring an action or seek other remedy for past, present, and future infringement, dilution, tarnishment, blurring, or other misappropriation or unauthorized use, and all rights to recover or collect damages, including attorneys' fees and enhanced damages, profits, and injunctive relief for infringement, dilution, tarnishment, blurring, confusion, unfair competition, or other misappropriation or unauthorized use, and Assignee hereby accepts such sale, conveyance, assignment, transfer, and delivery. Assignor hereby represents that it has not executed any prior assignments of its right, title, and interest, if any, in, to and under the Applications, and will not execute, any agreement in conflict with this Assignment.

2. Assignor hereby authorizes Assignee to file this Agreement or portions thereof and any other documents relating thereto with the U.S. Patent and Trademark Office for purposes of having this Agreement recorded therein and to place sole and exclusive right, title, and interest in and to such Applications in the name of Assignee.

3. Assignor agrees to execute all applications, amended specifications, deeds, or other instruments, and to do all acts necessary or proper, or as otherwise reasonably requested by Assignee, to confirm and assure the rights and obligations provided for in this Agreement, and to protect and secure such sale, conveyance, assignment, transfer, and delivery of all such right, title,

and interest in, to, and under said Applications and to vest and confirm in said Assignee, its successors, and its assigns, all such right, title, and interest.

4. This Assignment shall be governed by, and construed in accordance with, the laws of the United States, in respect to trademark issues, and in all other respects, including as to validity, interpretation, and effect, by the laws of the State of North Carolina, without giving effect to the conflict of laws rules thereof.

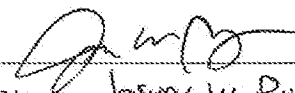
5. This Agreement may be executed in any number of counterparts, each of which when executed and delivered shall be deemed to be an original and all of which counterparts taken together will constitute one and the same instrument. This Agreement may not be amended or modified without the prior written agreement of both Parties hereto.

This Agreement is effective as to the date first written above.

IN WITNESS WHEREOF, each of Assignor and Assignee have caused this instrument to be signed by its proper and duly authorized officer as of the date and year first written above.

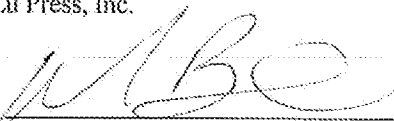
ASSIGNOR:

Z Squared Media, LLC

By: 
Print Name: Joseph W Poluzzi
Title: CEO
Date: 8-16-23

ASSIGNEE :

LuLu Press, Inc.

By: 
Print Name: Matthew Briel
Title: VP, Marketing
Date: 8-16-23

SCHEDULE I

TO

TRADEMARK ASSIGNMENT AGREEMENT

I. APPLICATIONS

Trademark	Status	USPTO Serial Number	Reg. Number
CREATOR ECONOMY EXPO	Pending	97607177	
THE TILT	Pending	97594656	
THE TILT	Pending	97594619	