

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM840717

<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>
Appriss Inc.		09/20/2023	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Retail Equation, Inc.		
<b>Street Address:</b>	220 Progress		
<b>Internal Address:</b>	Suite 175		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92618		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5315768	APPRISS	
<b>Registration Number:</b>	5315769	APPRISS	
<b>Registration Number:</b>	5323041		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5025876391		
<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>	502-587-3400		
<b>Email:</b>	dnagle@stites.com		
<b>Correspondent Name:</b>	David W. Nagle, Jr.		
<b>Address Line 1:</b>	400 West Market St.		
<b>Address Line 2:</b>	Suite 1800		
<b>Address Line 4:</b>	Louisville, KENTUCKY 40202		
<b>ATTORNEY DOCKET NUMBER:</b>	RE258/000RE		
<b>NAME OF SUBMITTER:</b>	David W. Nagle, Jr.		
<b>SIGNATURE:</b>	/david w. nagle, jr./		
<b>DATE SIGNED:</b>	09/20/2023		
<b>Total Attachments: 2</b>			

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**CONFIRMATORY TRADEMARK ASSIGNMENT**

This Confirmatory Trademark Assignment (“Assignment”) is between: Appriss Inc., a Delaware corporation located at 9901 Linn Station Rd., Suite 500, Louisville, Kentucky 40223, (hereinafter, “Assignor”); and The Retail Equation, Inc., a Delaware corporation located at 220 Progress, Suite 175, Irvine, California 92618 (hereinafter “Assignee”).

WHEREAS, pursuant to that certain Trademark Assignment and License Agreement between Assignor and Assignee dated August 10, 2023, Assignor conveyed, transferred, and assigned to Assignee all of Assignor’s right, title, and interest in and to those trademark registrations identified on Schedule 1 hereto (collectively, “Trademarks”), along with all of the goodwill of the business connected with the use of, and symbolized by, the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having conveyed, transferred, and assigned to Assignee all of Assignor’s right, title, and interest in and to the Trademarks, including the goodwill of the business connected with the use of, and symbolized by, the Trademarks;

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered on 9/20/2023.

Appriss Inc.

DocuSigned by:  
By: *Darren Moore*  
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Name: Darren Moore

Title: President, Secretary, and Chief Legal Officer

Assignee acknowledges that it has accepted the assignment of all of Assignor’s right, title, and interest in and to the Trademarks, including the goodwill of the business connected with the use of, and symbolized by, the Trademarks.

The Retail Equation, Inc.

DocuSigned by:  
By: *Kellie Beckman*  
156D2168D55D454...

Name: Kellie Beckman

Title: Secretary

**SCHEDULE 1****ASSIGNED TRADEMARKS**

<b>MARK/NAME</b>	<b>JURISDICTION</b>	<b>REGISTRATION DATE</b>	<b>REGISTRATION NUMBER</b>
APPRISS	U.S.	10/24/2017	5,315,768
APPRISS	U.S.	10/24/2017	5,315,769
APPRISS (DESIGN LOGO)	U.S.	10/31/2017	5,323,041
APPRISS	AUSTRALIA	06/18/2018	1,934,583
APPRISS	CANADA	04/06/2021	TMA1097596
APPRISS	E.U.	02/02/2019	17921580
APPRISS	U.K.	02/02/2019	UK00917921580