

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TMI171585

<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>
Adpearance Holdings, LLC		04/10/2024	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	Advance Local Media LLC		
<b>Street Address:</b>	One World Trade Center		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10007		
<b>Entity Type:</b>	Limited Liability Company: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4826542	ADPEARANCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122868246		
<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>	2122868246		
<b>Email:</b>	egisolfi@advance.com		
<b>Correspondent Name:</b>	Eric E. Gisolfi		
<b>Address Line 1:</b>	One World Trade Center, 44th Flr		
<b>Address Line 4:</b>	New York, NEW YORK 10007		
<b>NAME OF SUBMITTER:</b>	Fidelita Medina		
<b>SIGNATURE:</b>	Fidelita Medina		
<b>DATE SIGNED:</b>	04/17/2024		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment dated as of April 10, 2024 (this “**Trademark Assignment**”) is made by Adpearance, LLC, a Delaware limited liability company (“**Adpearance**”), and Adpearance Holdings, LLC, a Delaware limited liability company (“**Holdings**” and together with Adpearance, “**Assignors**”), in favor of Advance Local Media LLC, a New York limited liability company (“**Assignee**”). Capitalized terms used but not defined in this Trademark Assignment have the meanings assigned to them in the Asset Purchase Agreement dated as of April 8, 2024 (the “**Purchase Agreement**”) among Assignee, Assignors, Foureyes, LLC, a Delaware limited liability company, and James Sharp, as representative of Sellers (as defined therein).

Assignors (as the record owners of the Assigned Trademarks) and Assignee desire to execute this Trademark Assignment for purposes of recording the assignment of the Assigned Trademarks (as defined below) and filing this Trademark Assignment with the United States Patent and Trademark Office and/or any other applicable intellectual property offices and/or similar agencies outside of the United States, as may be necessary to effectuate the assignment of the Assigned Trademarks.

In consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby agrees as follows:

1. Assignors hereby contribute, convey, transfer, assign and deliver to Assignee all of Assignors’ right, title and interest throughout the world in and to (a) the Trademarks (and the registrations and applications therefor) listed on Attachment 1 and all goodwill corresponding thereto (collectively, the “**Assigned Trademarks**”) and (b) (i) all rights pertaining to the Assigned Trademarks arising under international treaties and convention rights; (ii) the right and power to assert, defend and recover title to the Assigned Trademarks; (iii) all rights to assert, defend, sue, and recover damages for any past, present and future infringement, misuse, misappropriation, impairment, unauthorized use or other violation of any rights in or to the Assigned Trademarks; (iv) all proceeds, income, royalties, damages and payments now and/or hereafter due and payable under and/or in respect of the Assigned Trademarks; and (v) all administrative rights arising from the Assigned Trademarks, including the right to prosecute applications and oppose, interfere with or challenge the applications of others, the rights to obtain renewals, continuations, divisions, and extensions of legal protection pertaining to the Assigned Trademarks.

2. This Trademark Assignment may be executed in one or more counterparts, all of which shall be considered one and the same agreement, and will become effective when one or more counterparts have been signed by a party and delivered to the other parties. Copies of executed counterparts transmitted by fax or email shall be considered original executed counterparts for purposes of this Section 2, provided that receipt of copies of such counterparts is confirmed.

3. This Trademark Assignment is subject in all respects to the terms and conditions of the Purchase Agreement. Nothing contained in this Trademark Assignment shall be deemed to supersede, enlarge, modify, or waive any of the representations, warranties, covenants or other agreements contained in the Purchase Agreement. To the extent any provision of this Trademark Assignment is inconsistent with the Purchase Agreement, the provisions of the Purchase Agreement shall control.

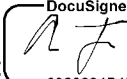
4. This Trademark Assignment shall be binding upon, and inure to the benefit of, the parties hereto and their respective successors and permitted assigns.

*[The next page is the signature page.]*

Assignors have executed and delivered this Trademark Assignment as of the date first written above.

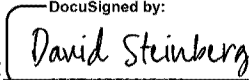
**ADPEARANCE:**

ADPEARANCE, LLC

By:  DocuSigned by:  
692883481F31423...  
Name: Aaron James  
Title: Chief Executive Officer

**HOLDINGS:**

ADPEARANCE HOLDINGS, LLC

By:  DocuSigned by:  
8E9E18D7329B478...  
Name: David Steinberg  
Title: President

**ATTACHMENT 1**

**COMPANY MARKS**

<b>Trademark</b>	<b>Docket No.</b>	<b>Country Name</b>	<b>Application No.</b>	<b>Registration No.</b>	<b>Registration Date</b>	<b>Status</b>
ADPEARANCE	121550192035	United States	86539236	4,826,542	October 6, 2015	Issued and Active
FourPage	121550192035	United States	86549708	4,831,051	October 13, 2015	Declared not in use
FourSale	121550192035	United States	86549712	5,034,241	September 6, 2016	Declared not in use
FOURPORT	56570-105	United States	87166402	5,190,072	April 25, 2017	Declared not in use
Foursite	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	Unregistered
Nerdherd	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	Unregistered
Adpearance - Beauty in Data	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	Unregistered