

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM345035

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	12/01/2014		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lashback Holdings, LLC		06/15/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lashback, LLC		
<b>Street Address:</b>	555 Washington Avenue		
<b>Internal Address:</b>	Suite 400		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63101		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3147013	CERTIFIEDUNSUBSCRIBE	
<b>Registration Number:</b>	3731787	GOODMAIL	
<b>Registration Number:</b>	3807440	GOODMAIL SYSTEMS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3142314342		
<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>Email:</b>	ustrademarks@senniger.com		
<b>Correspondent Name:</b>	Julie C. Jennings		
<b>Address Line 1:</b>	100 N. Broadway, 17th Floor		
<b>Address Line 2:</b>	Senniger Powers LLP		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63102		
<b>ATTORNEY DOCKET NUMBER:</b>	LHBK 9238, 9242, 9243		
<b>NAME OF SUBMITTER:</b>	Julie C. Jennings		
<b>SIGNATURE:</b>	/jcj/		
<b>DATE SIGNED:</b>	06/18/2015		

OP \$90.00 3147013

**Total Attachments: 1**

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**Trademark Assignment**

**WHEREAS**, Lashback Holdings, LLC, a Delaware limited liability company with an address of 555 Washington Avenue, Suite 400, St. Louis, Missouri 63101 (“Assignor”), owns the following trademarks and corresponding U.S. trademark registrations relating to such marks:

CERTIFIEDUNSUBSCRIBE (U.S. Reg. No. 3147013, registered Sept. 19, 2006)  
GOODMAIL (U.S. Reg. No. 3731787, registered Dec. 29, 2009)  
GOODMAIL SYSTEMS (U.S. Reg. No. 3807440, registered June 22, 2010)

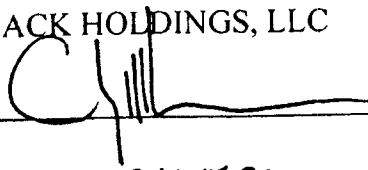
**WHEREAS**, Lashback, LLC, a Delaware limited liability company having an address of 555 Washington Avenue, Suite 400, St. Louis, Missouri 63101 (“Assignee”), is desirous of acquiring the entire right, title and interest of Assignor in said trademark and said application, and the goodwill of the business in connection with which said trademark is used;

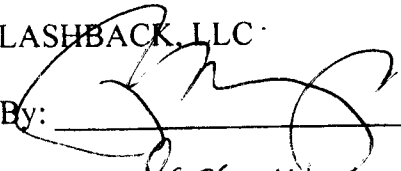
**NOW THEREFORE**, in consideration of the sum ten dollars (\$10.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor’s right, title and interest throughout the world in and to said trademarks CERTIFIEDUNSUBSCRIBE, GOODMAIL, and GOODMAIL SYSTEMS and said registrations (Reg. Nos. 3147013, 3731787 and 3807440), together with the goodwill of the business in connection with which said trademarks are used, and together with full right to sue for and recover all profits and damages recoverable from any past infringements of said trademarks.

**TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

**THIS IS A NUNC PRO TUNC ASSIGNMENT** made this 15<sup>th</sup> day of JUNE 2015 and shall be considered to have been made as of the 1st day of December, 2014.

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this document to be executed by their officers thereunto duly authorized.

LASHBACK HOLDINGS, LLC  
By:   
Name: CHAPMAN  
Title: AUTHORIZED SIGNATORY

LASHBACK, LLC  
By:   
Name: PETER WILSON  
Title: CEO