

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM359614

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
STARTUP WEEKEND CORPORATION		10/21/2015	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	UP GLOBAL		
Street Address:	PO BOX 95149		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98145		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4119743	STARTUPDIGEST	
CORRESPONDENCE DATA			
Fax Number:	2062172201		
<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:	206-217-2200		
Email:	trademarks@aeonlaw.com		
Correspondent Name:	Susan L. Stuart		
Address Line 1:	1218 3rd Ave., Suite 2100		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	STAR-2015026.1		
NAME OF SUBMITTER:	Susan L. Stuart		
SIGNATURE:	/Susan L. Stuart/		
DATE SIGNED:	10/22/2015		
Total Attachments: 3			
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A S S I G N M E N T

This Agreement is entered into between the following parties on the 21st day of October, 2015:

ASSIGNOR(S): STARTUP WEEKEND CORPORATION

Located at: 1700 7TH AVE, SUITE 116, #117
SEATTLE, WASHINGTON 98101
UNITED STATES

ASSIGNEE: UP GLOBAL

Located at: PO BOX 95149
SEATTLE, WASHINGTON 98145
UNITED STATES

I. Summary

The Assignor is the owner of the Trademarks, Service Marks, Trade Dress and/or domain names ("Trademarks"), and the goodwill of the business relating to "Providing a web site featuring information relating to business issues in the field of technology and business entrepreneurship events; Providing on-line, non-downloadable electronic newsletters delivered by e-mail featuring information, articles and event calendars in the field of technology and entrepreneurship events; Providing a website featuring non-downloadable publications in the nature of articles in the field of technology and entrepreneurship events" upon which the Trademarks are used and for which they are registered ("Goodwill") for the following:

Mark: STARTUPDIGEST
U.S. Reg. No.: 4119743
Registration Date: March 27, 2012

The Assignor desires to convey, transfer, assign and deliver to the Assignee all of its right title, and interest in and to the Trademarks, along with the Goodwill.

In consideration for the mutual promises, covenants, and Agreements made below, the parties, intending to be legally bound, agree as follows:

II. Assignment

The Assignor hereby conveys, transfers, assigns and delivers to the Assignee all of its right, title, and interest in and to the Trademarks, together with (1) the Goodwill; (2) all income, royalties, and damages that become due or payable to the Assignor with respect to the Trademarks, including damages and payments for past or future infringements and misappropriations of the Trademarks; and (3) all rights to sue for past, present and future infringements and misappropriations of the Trademarks; in the United States and its territories, and/or in any other country, region, or other territory in which the Trademarks are used and Goodwill exists.

The Assignor further warrants that no share, interest, Assignment or other right to the Trademarks has been transferred, assigned, or granted to any other party except as disclosed to the Assignee in the Assignment.

The Assignor further conveys, transfers, assigns, delivers, and contributes to the Assignee all rights in the Trade Dress, labels and designs associated with the Trademarks.

The Assignee further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the Trademarks.

III. General Provisions

The terms and conditions of this Assignment of Trademark Rights shall be binding on and will inure to the benefit of Assignee, its successors, assigns, heirs devisees, legatees, executors, administrators, trustees, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

No waiver, amendment, or modification, including those by custom, usage of trade, or course of dealing, of any provision of this Assignment will be effective unless in writing and signed by the party against whom such shall waiver, amendment or modification is sought to be enforced. No waiver by any party of any default in performance by the other party under this Assignment or of any breach of series o breaches by the other party of any of the terms or conditions of this Assignment shall constitute a waiver of any subsequent default in performance under this Assignment or any subsequent breach of any terms or conditions of that Assignment. Performance of any obligation required of a party under this Assignment maybe waived only by a written waiver signed by a duly authorized officer of the other party, that waiver shall be effective only with respect to the specific obligation described in that waiver.

If any provision of this Assignment is found invalid or unenforceable under judicial decree or decision, the remainder shall remain valid and enforceable according to its terms. Without limiting the previously, it is expressly understood and agreed that each and every provision of this Assignment that provides for a limitation of liability, disclaimer of warranties, or exclusion of damages is intended by the parties to be severable and independent of any other provision and to be enforced as such. Further, it is expressly understood and agreed that if any remedy under this Assignment is determined to have failed of its purpose, all other limitations of liability and exclusion of damages set forth in this section shall remain in full force and effect.

Understood, Agreed, and Accepted:

We have carefully reviewed this contract and agree to and accept its terms and conditions. We are executing this Assignment as the Effective Date first written above.

STARTUP WEEKEND CORPORATION

10/21/2015

Date

DocuSigned by:
Marc Nager

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Marc Nager
CEO