

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM384056

<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>
Optimized Aspects "dba" Infuse		05/05/2016	Limited Liability Company: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MyRoundUp, Inc.		
<b>Street Address:</b>	1 Hallidie Plaza		
<b>Internal Address:</b>	Suite 828		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94102		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86800120	MYROUNDUP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6509892131		
<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>	650 965-8731		
<b>Email:</b>	trademarks@legalforce.com		
<b>Correspondent Name:</b>	Jessica Tam		
<b>Address Line 1:</b>	1580 W El Camino Real		
<b>Address Line 2:</b>	Suite 6		
<b>Address Line 4:</b>	Mountain View, CALIFORNIA 94040		
<b>NAME OF SUBMITTER:</b>	Jessica Tam		
<b>SIGNATURE:</b>	/Jessica Tam/		
<b>DATE SIGNED:</b>	05/12/2016		
<b>Total Attachments: 2</b>			
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source=AA- MYROUNDUP#page2.tif			

OP \$40.00 86800120

**TRADEMARK ASSIGNMENT AGREEMENT**

THIS TRADEMARK ASSIGNMENT Agreement (“**ASSIGNMENT**”) is executed on this 5<sup>th</sup> day of May, 2016 by Optimized Aspects “dba” Infuse, a limited liability company incorporated under the laws of OHIO having principal place of business at 1 Hallidie Plaza Ste 808, San Francisco, CALIFORNIA UNITED STATES 94102. (hereinafter referred to as “**ASSIGNOR**”);

**IN FAVOR OF**

MyRoundUp, Inc., (hereinafter referred to as “**ASSIGNEE**”), incorporation incorporated under the laws of Delaware, having principal place of business at 1 Hallidie Plaza, Suite 828 San Francisco, CA 94102.

**WHEREAS**, the Assignor is the applicant and lawful owner of all rights, titles and interests in the following trademark applications pending with the United States Patent and Trademark Office, together with the goodwill of the business connected with and symbolized by the Trademarks;

<b>Trademark</b>	<b>Type of Mark</b>	<b>Serial No.</b>	<b>Date of Filing</b>	<b>Status</b>
<b>MYROUNDUP</b>	<b>Trademark</b>	<b>86800120</b>	<b>Oct. 27, 2015</b>	<b>Application has been published for opposition</b>

**AND WHEREAS**, Assignee desires to acquire all rights, titles and interests in and to the Trademark;

**NOW, THEREFORE**, for good and valuable consideration as agreed by the parties, the receipt and adequacy of which are acknowledged, the parties intending to be legally bound by this Assignment, hereby agree as below:

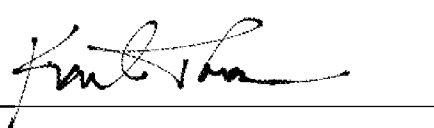
The Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee the entire rights, titles, interests in the above mentioned Trademarks in the United States and in all jurisdictions outside the United States, along with the goodwill attached to the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any future registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

**IN WITNESS WHEREOF**, the Assignor hereto has executed this Trademark Assignment Agreement as of the date first above written.

**ASSIGNOR**

**ASSIGNEE**





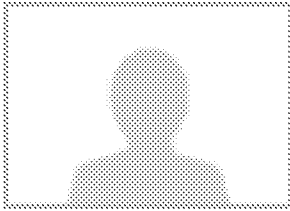
Peter Franklin,  
CEO, Infuse, LLC

Karl Thomsen,  
Director of Operations

# Signature Certificate

Document Reference: YC3N36JGNJTZ2MYUCZ3YE5

**RightSignature**  
Easy Online Document Signing



Karl Thomsen  
Party ID: YLZRLWIZ759I3MFHHGV2SD  
IP Address: 216.38.137.242  
**VERIFIED EMAIL:** karl@infuse.us

Electronic Signature:

Multi-Factor  
Digital Fingerprint Checksum

1fd33c54eb1982a1ddb55e0034d70f4ebacbd4cc



Peter Franklin  
Party ID: N2UI7PI2WJHAPH5RF528GK  
IP Address: 207.224.74.18  
**VERIFIED EMAIL:** peter@infuse.us

Electronic Signature:

Multi-Factor  
Digital Fingerprint Checksum

2e0b901c81b5665a08d18308a30ea393128defeff



## Timestamp

2016-05-05 14:16:30 -0700  
2016-05-05 14:16:29 -0700  
2016-05-05 14:16:19 -0700  
2016-05-05 14:13:08 -0700  
2016-05-05 14:12:55 -0700  
2016-05-05 14:12:55 -0700

## Audit

All parties have signed document. Signed copies sent to: Shelby Morita, Karl Thomsen, and Peter Franklin.  
Document signed by Karl Thomsen (karl@infuse.us) with drawn signature. - 216.38.137.242  
Document viewed by Karl Thomsen (karl@infuse.us). - 216.38.137.242  
Document signed by Peter Franklin (peter@infuse.us) with drawn signature. - 207.224.74.18  
Document viewed by Peter Franklin (peter@infuse.us). - 207.224.74.18  
Document created by Peter Franklin (peter@infuse.us). - 207.224.74.18



This signature page provides a record of the online activity executing this contract.

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