

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM431940

|   |   |                       |                       |
|---|---|-----------------------|-----------------------|
| <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>    |
| Finrise, Inc.   |   | 06/08/2017            | Corporation: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |   |                       |                       |
| <b>Name:</b>  | Wag Labs, Inc.  |                       |                       |
| <b>Street Address:</b>  | 8560 Sunset Boulevard, Suite 100                        |                       |                       |
| <b>City:</b>  | West Hollywood  |                       |                       |
| <b>State/Country:</b>   | CALIFORNIA  |                       |                       |
| <b>Postal Code:</b>   | 90069   |                       |                       |
| <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>   | 86890379  | FINRISE               |                       |
| <b>CORRESPONDENCE DATA</b>  |   |                       |                       |
| <b>Fax Number:</b>  | 6508384350  |                       |                       |
| <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>   | 650-838-4300  |                       |                       |
| <b>Email:</b>   | pctrademarks@perkinscoie.com, kthompson@perkinscoie.com |                       |                       |
| <b>Correspondent Name:</b>  | Brian R. Coleman  |                       |                       |
| <b>Address Line 1:</b>  | 3150 Porter Drive                                       |                       |                       |
| <b>Address Line 4:</b>  | Palo Alto, CALIFORNIA 94304                             |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 119659-4002   |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Kimberley J. Thompson, paralegal                        |                       |                       |
| <b>SIGNATURE:</b>   | /Kimberley J. Thompson/                                 |                       |                       |
| <b>DATE SIGNED:</b>   | 06/20/2017  |                       |                       |
| <b>Total Attachments: 3</b>   |   |                       |                       |
| source=Finrise Inc. - Trademark Assignment#page1.tif  |   |                       |                       |
| source=Finrise Inc. - Trademark Assignment#page2.tif  |   |                       |                       |
| source=Finrise Inc. - Trademark Assignment#page3.tif  |   |                       |                       |

OP \$40.00 86890379

## ASSIGNMENT OF TRADEMARK

**THIS ASSIGNMENT OF TRADEMARK** (this "*Assignment*") is made as of the June 8, 2017, by and between Finrise, Inc., a Delaware corporation with an address of 19842 Price Avenue, Cupertino, California 95014 ("*Assignor*"), and Wag Labs, Inc., a Delaware corporation with an address of 8560 Sunset Blvd, Suite 100, West Hollywood, California 90069 ("*Assignee*").

**WHEREAS**, Assignor is the owner of the trademark application listed in Exhibit A (the "*Mark*"); and

**WHEREAS**, Assignee, desires to acquire all right, title, and interest in and to the Mark, together with all goodwill appurtenant thereto and the portion of the business associated therewith, and Assignor desires to assign the same to Assignee;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Mark, together with the goodwill appurtenant thereto and the portion of the business associated therewith, and the right to sue for past, present and future infringements associated with the Mark.

2. Assignor agrees to execute all instruments and documents and do such additional acts as Assignee may deem necessary or desirable to effect, evidence, record, and perfect the assignment and recordation of the rights being assigned hereunder.


3. The parties may execute this agreement in counterparts, each of which together will be deemed the complete and fully executed agreement.

4. This agreement shall inure to the benefit of and be binding upon Assignee and Assignor and their respective heirs, successors, and assigns.

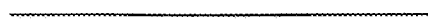
Signed: June 8, 2017.

ASSIGNOR:  
FINRISE, INC.

ASSIGNEE:  
WAG LABS, INC.



Name: Garrett Smallwood  
Title: Chief Executive Officer



Name: Joshua Viner  
Title: CEO

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Signed: June 8, 2017.

ASSIGNOR:  
FINRISE, INC.

ASSIGNEE:  
WAG LABS, INC.

*Joshua Viner*

\_\_\_\_\_  
Name: Garrett Smallwood  
Title: Chief Executive Officer

\_\_\_\_\_  
Name: Joshua Viner  
Title: CEO

**EXHIBIT A**

| <b>MARK</b> | <b>SERIAL NUMBER</b> |
|-------------|----------------------|
| FINRISE     | 86890379             |