

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM498363

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LEMONADE, LLC	FORMERLY DIAL 800, LLC	09/13/2018	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	RECONNECT RESEARCH LLC		
Street Address:	10250 Constellation Boulevard		
Internal Address:	Suite 100		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4970535	MIDI CALLS	
CORRESPONDENCE DATA			
Fax Number:	2139955010		
<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:	213-785-8070		
Email:	docketing@kb-ip.com		
Correspondent Name:	John D. McConaghy - Karish & Bjorgum, PC		
Address Line 1:	119 E. Union Street		
Address Line 2:	Suite B		
Address Line 4:	Pasadena, CALIFORNIA 91103		
NAME OF SUBMITTER:	John D. McConaghy		
SIGNATURE:	/John D. McConaghy/		
DATE SIGNED:	11/15/2018		
Total Attachments: 2			
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OP \$40.00 4970535

TRADEMARK ASSIGNMENT

This Trademark Assignment is made effective this 21st day of August 2018, by and between Lemonade, LLC, a limited liability company organized and existing under the laws of California and having a place of business at 10250 Constellation Blvd., Ste 100, Los Angeles, California 90067, and Reconnect Research LLC, a limited liability company organized and existing under the laws of California and having a place of business at 10250 Constellation Blvd., Ste 100, Los Angeles, California 90067.

WHEREAS, Lemonade, LLC holds all right, title and interest in and to U.S. Trademark Registration No. 4970535 (the "Mark");

WHEREAS, Lemonade, LLC wishes to assign the Mark to Reconnect Research LLC, and Reconnect Research LLC is desirous of acquiring the Mark from Lemonade, LLC, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt of which are hereby acknowledged:

Lemonade, LLC does hereby irrevocably sell, assign, convey and transfer to Reconnect Research LLC and its successors, assigns and legal representatives, the entire right, title and interest of Lemonade, LLC in and to the Mark (including, without limitation, any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto.

Lemonade, LLC does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any U.S. State whose duty it is to record trademark registrations, applications and title thereto, to record the Mark and title thereto as the property of Reconnect Research LLC, its successors, assigns or legal representatives in accordance with the terms of this Assignment.

IN WITNESS WHEREOF, Lemonade, LLC has caused this Assignment to be executed by its duly authorized representative as of the date first written above,

Lemonade, LLC

Scott Richards

*A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA)
) ss
COUNTY OF LOS ANGELES)

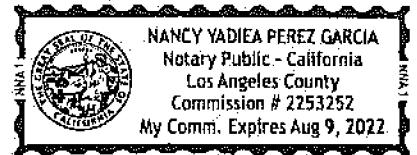
On Sept 13, 2018 before me, Nancy Yadia Perez Garcia - Notary Public
(name & title of Officer)

personally appeared Scott Richards
(name(s) of Signer(s))

who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



(Seal)

Signature of Notary Public

OPTIONAL

Description of Attached Document:

Title or type of Document: Trademark Assignment

Document Dated: 21 August 2018

Number of Pages: One

Capacity(ies) Claimed by Signer:

Signer's Name: Scott Richards

Office: CEO

Entity Represented: Lemonade, LLC