

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM549831

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bumbl Inc.		11/12/2019	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Bumble Holding Limited		
Street Address:	20 Primrose Street		
Internal Address:	The Broadgate Tower		
City:	London		
State/Country:	UNITED KINGDOM		
Entity Type:	Corporation: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86350269	BUMBL	
Serial Number:	88366137	BUMBL	
CORRESPONDENCE DATA			
Fax Number:	3129800765		
<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:	3122698000		
Email:	martus@nge.com		
Correspondent Name:	Lee J. Eulgen		
Address Line 1:	Neal Gerber & Eisenberg LLP		
Address Line 2:	Two North LaSalle Street, Suite 1700		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	029046.7000		
NAME OF SUBMITTER:	Lee J. Eulgen		
SIGNATURE:	/Lee J. Eulgen/		
DATE SIGNED:	11/18/2019		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is made this 12th day of November, 2019 (the "Effective Date"), by and between Bumbi Inc., a Canadian corporation with an address at 6 Red Cherry Court, Caledon Village, Ontario L7K 0B5 Canada ("Assignee") and Bumble Holding Limited, a United Kingdom corporation with offices at The Broadgate Tower, 20 Primrose Street, London, United Kingdom ("Assignor").

WHEREAS, Assignor owns all rights, title, and interest in and to the trademark BUMBL as identified in the Schedule of Trademarks attached as Exhibit A to this Trademark Assignment Agreement in the United States of America, Canada, and any other jurisdictions where it may have used and/or claimed rights in the mark (the "Mark");

WHEREAS, under that certain Purchase Agreement, executed concurrently with this Trademark Assignment Agreement, Assignor has agreed to execute this instrument of assignment and thereby to assign to Assignee all of Assignor's rights, title, and interest in and to the Mark and that portion of Assignor's business to which the Mark pertains.

NOW, THEREFORE, pursuant to the terms of and in exchange for the consideration received in that certain Purchase Agreement, the receipt and adequacy of which is hereby acknowledged, Assignor agrees as follows:

1. The recitals stated above are hereby incorporated herein and shall have binding and interpretive effect.

2. Assignor does hereby assign, convey and transfer to Assignee, and its successors, assigns, and legal representatives, the full and entire rights, title, and interest in and to the following property:

- (i) the Mark;
- (ii) the portion of Assignor's business to which the Mark pertains, but specifically excluding any other businesses owned by Assignor or associated with any other trademarks owned by Assignor;
- (iii) that part of the goodwill of Assignor's business connected with the use of and symbolized by the Mark, but specifically excluding any goodwill of any other businesses owned by Assignor or associated with any other trademarks owned by Assignor;
- (iv) all of Assignor's trademark rights in the Mark under the laws of any jurisdiction, including all rights granted under 15 U.S.C. § 1051, *et. seq.*, all rights granted under the statutes of any other jurisdiction, and all rights granted under the common laws of any jurisdiction (collectively, the "Trademark Rights");

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TRADEMARK

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- (v) the right to claim the Trademark Rights and to obtain registrations therefor in the sole name of Assignee under the trademark laws of any jurisdiction; and
- (vi) all causes of action for, and claims for damages by reason of, any infringement of the Trademark Rights in any jurisdiction, which causes of action and claims arose prior to the date of execution hereof.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed on the date first indicated above.

BUMBL INC.

BUMBLE HOLDING LIMITED

By: E. Wilkinson

By: _____

Name: Evan Wilkinson

Name: _____

Title: CEO

Title: _____

Date: November 12, 2019

Date: _____

- (v) the right to claim the Trademark Rights and to obtain registrations therefor in the sole name of Assignee under the trademark laws of any jurisdiction; and
- (vi) all causes of action for, and claims for damages by reason of, any infringement of the Trademark Rights in any jurisdiction, which causes of action and claims arose prior to the date of execution hereof.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed on the date first indicated above.

BUMBL INC.

By: _____

Name: _____

Title: _____

Date: _____

BUMBLE HOLDING LIMITED

By: _____

Name: Sarah Jones Summer

Title: Chief Operating Officer

Date: 11/12/19

WITNESS:

SIGNATURE: _____

NAME: ELIZABETH MONTELEONE

ADDRESS: 1105 W. 41ST ST
AUSTIN, TX 78750

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TRADEMARK ASSIGNMENT AGREEMENT EXHIBIT A --
SCHEDULE OF TRADEMARKS

Trademark:

1. BUMBL

Trademark Applications:

	<u>Mark</u>	<u>Territory</u>	<u>App. Ser. No.</u>
1.	BUMBL	U.S.	86/350,269
2.	BUMBL	U.S.	88/366,137
3.	BUMBL	Canada	1593353
4.	BUMBL	Canada	1951839

Domain Names:

1. bumbl.ca
2. bumblonline.com
3. bumblonline.ca