

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM569277

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vision Critical Communications Inc.		01/23/2020	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	BERA Brand Management, Inc.		
Street Address:	399 Park Avenue, 38th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5130986	BERA	
CORRESPONDENCE DATA			
Fax Number:	4023909005		
<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:	4023909500		
Email:	ip@koleyjessen.com		
Correspondent Name:	Roberta L. Christensen		
Address Line 1:	1125 S 103rd Street		
Address Line 2:	One Pacific Place, Suite 800		
Address Line 4:	Omaha, NEBRASKA 68124		
NAME OF SUBMITTER:	Roberta L. Christensen		
SIGNATURE:	/rlc/		
DATE SIGNED:	03/27/2020		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into as of January 23, 2020 by and between Vision Critical Communications Inc., a British Columbia, Canada corporation ("Assignor") and BERA Brand Management, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor registered and previously used the trademarks listed on Schedule A hereto (hereinafter, the "Marks"), and owns all right, title and interest to the same, including the goodwill associated therewith;

WHEREAS, Assignor and Assignee entered into that certain License and Purchase Option Agreement, dated as of March 3, 2014, pursuant to which Assignor agreed to license certain assets, including the Marks, to Assignee and provided Assignee with an option to acquire such assets; and

WHEREAS, Assignee has exercised its option to acquire all right, title and interest in and to the Marks, including the goodwill associated therewith.

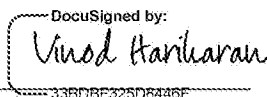
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby assigns to Assignee all of its right, title and interest in and to the Marks, including any and all applications and registrations therefor, and including the goodwill of the business symbolized thereby, and all rights to sue, bring actions and recover and hold damages, profits and other compensation for any and all past and future infringements and unauthorized uses of the Marks.

2. Assignor authorizes and requests that United States Patent and Trademark Office (and any comparable registrar) to record Assignee as the owner or the entire right, title and interest in and to the Marks. Assignor covenants and agrees that, upon the request of Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee, furnish such documents, materials, information and/or assistance, and do all other lawful acts necessary to perfect the assignment of the Marks to Assignee and otherwise carry out the intent of this Assignment.

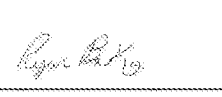
IN WITNESS WHEREOF, Assignor and Assignee, intending to be legally bound hereby, have executed and delivered this Agreement on the date first written above.

VISION CRITICAL COMMUNICATIONS INC. **BERA BRAND MANAGEMENT, INC.**

By: 
DocuSigned by:
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Name: Vinod Hariharan

Title: Chief Financial Officer

By: 

Name: Ryan Barker

Title: Chief Executive Officer

SCHEDULE A

The BERA band name and tradename, and all domain names associated therewith, including the following trademark registrations:

Mark	Country	App. No./ Filing Date	Reg. No./ Reg. Date	Owner
BERA	United States (Federal)	86071922 September 23, 2013	5130986 January 31, 2017	Vision Critical Communications Inc. (Canada Corp.)
BERA	Canada	1643400 September 13, 2013	TMA949226 September 14, 2016	Vision Critical Communications Inc.

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