

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM569471

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Petametrics Inc.		03/09/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Maven Coalition, Inc.		
Street Address:	1500 4th Avenue, Suite 200		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98101		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4681678	LIFTIGNITER	
CORRESPONDENCE DATA			
Fax Number:	2066826031		
<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:	206-622-4900		
Email:	USTM.Docketing@SeedIP.com		
Correspondent Name:	David Chen		
Address Line 1:	701 5th Avenue, Suite 5400		
Address Line 4:	Seattle, WASHINGTON 98104		
ATTORNEY DOCKET NUMBER:	630272.20028		
NAME OF SUBMITTER:	David Chen		
SIGNATURE:	/David Chen/		
DATE SIGNED:	03/30/2020		
Total Attachments: 4			
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OP \$40.00 4681678

INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT, dated as of March 9, 2020 (this "Assignment"), is from Petametrics Inc., dba LiftIgniter, a Delaware corporation ("Assignor"), in favor of Maven Coalition, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignee, Assignor and TheMaven, Inc., a Delaware corporation, have entered into an Asset Purchase Agreement, dated as of March 9, 2020 (the "Asset Purchase Agreement"); and

WHEREAS, the execution and delivery of this Assignment by Assignor is a condition to the obligations of Assignee to consummate the transactions contemplated by the Asset Purchase Agreement;

NOW, THEREFORE, in consideration of the premises and the mutual agreements and covenants set forth in the Asset Purchase Agreement, and hereinafter set forth, Assignor hereby agrees as follows:

Assignor hereby sells, transfers and assigns to Assignee and its successors and assigns all of Assignor's rights, title and interest in and to any and all intellectual property related to the business of Assignor that is owned by Assignor, including the trademarks set forth on Exhibit A, the websites and domain name registrations set forth on Exhibit B, and all goodwill associated with such intellectual property.

Assignor and Assignee hereto acknowledge and agree that this Assignment is entered into pursuant to the Asset Purchase Agreement, and that the terms and conditions of the Asset Purchase Agreement shall take precedence over this Assignment. In the event of any difference, discrepancy or conflict between any term or condition in the Asset Purchase Agreement and any term or condition in this Assignment, the terms and conditions of the Asset Purchase Agreement shall prevail and govern.

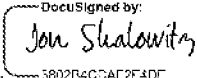
This Assignment may be executed in two or more counterparts (including via facsimile or electronic transmission), any one of which need not contain the signatures of all parties, but all of which counterparts when taken together will constitute one and the same agreement.

[Signature Page follows]

IN WITNESS WHEREOF, this Assignment has been executed by the parties as of the date first above written.

ASSIGNOR

PETAMETRICS INC.

By:  _____
Name: Jon Shalowitz
Title: CEO

ASSIGNEE

MAVEN COALITION, INC.

By: _____
Name:
Title:

IN WITNESS WHEREOF, this Assignment has been executed by the parties as of the date first above written.

ASSIGNOR

PETAMETRICS INC.

By: _____

Name:

Title:

ASSIGNEE

MAVEN COALITION, INC.

By: _____

Name: Robert Scott

Title: Executive Vice President

Exhibit A

Trademark

LIFTIGNITER

Registration Number

4681678