

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM614155

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|---|--|-----------------------|--|
| <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>                     |
| CRESCOlabs LLC  |  | 11/25/2020            | Limited Liability Company:<br>ILLINOIS |
| <b>RECEIVING PARTY DATA</b>   |  |                       |  |
| <b>Name:</b>  | GoodNews Holdings, LLC                             |                       |  |
| <b>Street Address:</b>  | 400 West Erie Street                               |                       |  |
| <b>Internal Address:</b>  | Suite 110  |                       |  |
| <b>City:</b>  | Chicago  |                       |  |
| <b>State/Country:</b>   | ILLINOIS   |                       |  |
| <b>Postal Code:</b>   | 60654  |                       |  |
| <b>Entity Type:</b>   | Limited Liability Company: ILLINOIS                |                       |  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |  |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |  |
| <b>Serial Number:</b>   | 88421910   | GOOD NEWS             |  |
| <b>CORRESPONDENCE DATA</b>  |  |                       |  |
| <b>Fax Number:</b>  |  |                       |  |
| <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>Email:</b>   | lharkins@fleneriplaw.com                           |                       |  |
| <b>Correspondent Name:</b>  | Lisa A. Harkins                                    |                       |  |
| <b>Address Line 1:</b>  | 77 West Washington Street                          |                       |  |
| <b>Address Line 2:</b>  | Suite 800  |                       |  |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60602                            |                       |  |
| <b>NAME OF SUBMITTER:</b>   | Lisa A. Harkins                                    |                       |  |
| <b>SIGNATURE:</b>   | /lisaaharkins/                                     |                       |  |
| <b>DATE SIGNED:</b>   | 12/14/2020   |                       |  |
| <b>Total Attachments: 3</b>   |  |                       |  |
| source=2020-11-25 GOOD NEWS Use Based Signed Trademark Assignment CS-672#page1.tif  |  |                       |  |
| source=2020-11-25 GOOD NEWS Use Based Signed Trademark Assignment CS-672#page2.tif  |  |                       |  |
| source=2020-11-25 GOOD NEWS Use Based Signed Trademark Assignment CS-672#page3.tif  |  |                       |  |

OP \$40.00 88421910

## ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is made between CRESCOLabs, LLC, an Illinois Limited Liability Company having its principal place of business at 400 W. Erie Street, Suite 110, Chicago, IL 60654, U.S.A. (“Assignor”) and GoodNews Holdings, LLC, an Illinois Limited Liability Company having its principal place of business at 400 W. Erie Street, Suite 110, Chicago, IL 60654, U.S.A. (“Assignee”).

WHEREAS, Assignor has adopted, owns, and is using in its business endeavors the trademark listed in Exhibit A attached hereto (“the Trademark”); and

WHEREAS, Assignee is desirous of using the Trademark and acquiring the entire right, title and interest thereto, including the goodwill of the business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, the parties agree as follows;

- (1) Assignor hereby assigns, conveys, and transfers unto Assignee all right, title, and interest in, to, and under the Trademark together with (a) all associated common law rights, (b) the goodwill of the business symbolized thereby, and (c) all rights and privileges granted and secured thereby, including, without limitation, the right to sue and recover for any past or continuing infringement of the Trademark, as well as the right to seek any and all remedies available at law or in equity; and
- (2) All said right, title and interest to the Trademark shall be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment of Trademark had not been made.

(3) The effective date of this Assignment of Trademark is November 25, 2020.

ASSIGNOR:

CRESCOLABS, LLC

By: EMILY TURK

Name: Emily Turk

Title: SR. Counsel

Date: 11/25/2020

EXHIBIT A

| <b>Trademark:</b>   | <b>Country:</b> | <b>Application No.</b> | <b>International<br/>Class:</b> |
|---------------------|-----------------|------------------------|---------------------------------|
| GOOD NEWS word mark | U.S.            | 88/421,910             | 25                              |