

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM667836

<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>
Brand Loyalty Special Promotions B.V.		08/13/2021	Corporation: NETHERLANDS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	World Licenses B.V.		
<b>Street Address:</b>	Koningsweg 101		
<b>City:</b>	's-Hertogenbosch		
<b>State/Country:</b>	NETHERLANDS		
<b>Postal Code:</b>	5211 BH		
<b>Entity Type:</b>	Besloten Vennootschap (B.V.): NETHERLANDS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5495837	MICRO POPZ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2129748474		
<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>Phone:</b>	2129747474		
<b>Email:</b>	tm@cdas.com		
<b>Correspondent Name:</b>	Nancy E. Wolff		
<b>Address Line 1:</b>	41 Madison Avenue, 38th Floor		
<b>Address Line 2:</b>	Cowan DeBaets Abrahams & Sheppard LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10010		
<b>NAME OF SUBMITTER:</b>	Nancy E. Wolff		
<b>SIGNATURE:</b>	/Nancy E. Wolff/		
<b>DATE SIGNED:</b>	08/16/2021		
<b>Total Attachments: 1</b>			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT, effective as of the 31 day of May , 2021 , by and between BRAND LOYALTY SPECIAL PROMOTIONS B.V., a private company with limited liability incorporated under the laws of the Netherlands, with an office at Koningsweg 101, (5211 BJ) 's-Hertogenbosch, the Netherlands (hereinafter "ASSIGNOR") and WORLD LICENSES B.V., a private company with limited liability incorporated under the laws of the Netherlands, with an office at Koningsweg 101, (5211 BJ) 's-Hertogenbosch, the Netherlands (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR represents that it owns the following trademark registration, and all rights and liabilities ensuing from this trademark (hereinafter "the Mark"):

Trademark: MICRO POPZ  
Reg. No.: 5495837  
Reg. Date: 19 June 2018  
Class(es): 9 28

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE, in perpetuity, any and all right, title and interest in the United States and its territories in and to the Mark, together with the goodwill of the business symbolized by the Mark, including, but not limited to, the use of the Mark, all benefit of any and all prior use of the Mark, and any and all rights to initiate claims or proceedings for damages for past, present or future infringements of ASSIGNOR'S rights, title and interest to the Mark.

13th

Signed this      day of August , 2021 .

(ASSIGNOR'S NAME)

DocuSigned by:

*Joris Willekens*

47B22DB3633C49B...

Name: Joris willekens

Title:

Chief Procurement Officer