

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM677364

<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>
Engaged Holdings LLC		09/20/2021	Limited Liability Company: IOWA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	eShipping, LLC		
<b>Street Address:</b>	10812 Tom Watson Parkway		
<b>City:</b>	Parkville		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64152		
<b>Entity Type:</b>	Limited Liability Company: IOWA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77833025	ESHIPPING	
<b>Serial Number:</b>	77833015	E. ESHIPPING	
<b>Serial Number:</b>	85726826	ESHIPMANAGER	
<b>Serial Number:</b>	86770103	ALL MODES, ALL OPTIMIZED, ALL VISIBLE	
<b>Serial Number:</b>	88492395	GLOBAL DATA VIEW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3142592020		
<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>	314-259-2000		
<b>Email:</b>	susan.murphy@bclplaw.com		
<b>Correspondent Name:</b>	Bryan Cave Leighton Paisner		
<b>Address Line 1:</b>	211 North Broadway, Suite 3600		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63102		
<b>ATTORNEY DOCKET NUMBER:</b>	1088106.2		
<b>NAME OF SUBMITTER:</b>	Matthew G. Minder		
<b>SIGNATURE:</b>	/Matthew G. Minder/		
<b>DATE SIGNED:</b>	09/28/2021		

CH \$140.00 77833025

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is entered into by and between Engaged Holdings LLC, a limited liability company of Iowa ("Assignor"), and eShipping, LLC, a limited liability company of Iowa, ("Assignee"), effective as of the last date written below ("Effective Date").

### RECITALS

WHEREAS, Assignor owns those certain trademarks and service marks used in connection with its ongoing operations set forth in Schedule A and related marks, (the "Marks"), and owns other transferable rights associated with its operations including without limitation, the goodwill of the business associated with said Marks and all common law rights therein, and is the owner of all right, title and interest in and to the registrations and/or applications for registration of the Marks (collectively the "Trademark Assets");

WHEREAS, Assignor and Assignee are affiliated entities under common control, each being a member of the "Engaged Companies" family;

WHEREAS, pursuant to certain asset holding restructuring arrangements, Assignee is desirous of acquiring and Assignor is desirous of transferring the Trademark Assets, including the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, along with the right to recover damages and profits for current and past infringements thereof;

NOW, THEREFORE, in consideration of the recitals, the terms and conditions herein, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties, intending to be legally bound, hereby agree as follows:


1. Assignment. Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all of its right, title, and interest in, to and under the Trademark Assets, including any and all goodwill of the business symbolized by and associated therewith, all registrations and applications for registration therefor, all common law rights therein, any and all trademark and/or service mark rights related thereto, other rights associated with the ongoing and existing business to which the Trademark Assets pertain and all past, present and future income, royalties, fees, damages, and payments now or hereafter due or payable in respect thereto, and in and to any and all past, present and future causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present, or future infringement or misappropriation of the Trademark Assets.

2. Miscellaneous. Assignor hereby agrees to execute, acknowledge and deliver any and all documents as Assignee, in its discretion deems desirable or necessary to make a record with any and all government agencies, authorities, courts, tribunals, or third parties, of the fact that as of the Effective Date, Assignee owns all right, title and interest in and to the Trademark Assets, and that Assignor no longer has any right, title or interest, of any kind or nature, in or to the Trademark Assets.

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be duly executed.


Assignor:

ENGAGED HOLDINGS LLC

By:   
Name: Aimee Hilger  
Title: VP, Communications & Marketing  
Date: 9/20/2021

Assignee:

ESHIPPING, LLC


By:   
Name: Aimee Hilger  
Title: VP, Communications & Marketing  
Date: 9/20/2021

*Signature Page to the Trademark Assignment*

**TRADEMARK**  
**REEL: 007434 FRAME: 0479**

Schedule A

Trademark and Service Mark Registrations

Trademark	Application Serial Number	Filing Date	Registration Number	Registration Date	International Class
ESHIPPING	77/833,025	September 23, 2009	3,830,768	August 10, 2010	35
ESHIPPING & Design 	77/833,015	September 23, 2009	3,824,108	July 27, 2010	35
ESHIPMANAGER	85/726,826	September 12, 2012	4,394,144	August 27, 2013	42
ALL MODES, ALL OPTIMIZED, ALL VISIBLE	86/770,103	September 28, 2015	4,977,070	June 14, 2016	42
GLOBAL DATA VIEW	88/492,395	June 27, 2019	N/A	N/A	42
PEOPLE INSPIRED-SHIPPING	Common Law				
WE ARE PEOPLE-INSPIRED SHIPPING	Common Law				
SMART CERTIFIED	Common Law				