

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM715023

<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>
Blue Dog Designs LLC		02/02/2022	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PAW Acquisition I Corp.		
<b>Street Address:</b>	1349 Aqui Esta, Unit 134		
<b>City:</b>	Punta Forda		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33950		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5184356	HELP 'EM UP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8446706009		
<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>	7025504400		
<b>Email:</b>	TRADEMARKSLV@DICKINSONWRIGHT.COM		
<b>Correspondent Name:</b>	Shauna L. Norton		
<b>Address Line 1:</b>	3883 Howard Hughes Parkway, Suite 800		
<b>Address Line 4:</b>	Las Vegas, NEVADA 89169		
<b>NAME OF SUBMITTER:</b>	Shauna L. Norton		
<b>SIGNATURE:</b>	/Shauna L. Norton/		
<b>DATE SIGNED:</b>	03/17/2022		
<b>Total Attachments: 3</b>			
source=Trademark_Assignment_Agreement_-_Bue_Dog_Designs_LLC_to_PAW_Acquisition_I_Corp_effective_2_2_20			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into effective as of February 2, 2022, by and between Blue Dog Designs, LLC, a Colorado limited liability company ("Assignor"), and PAW Acquisition I Corp., a Delaware corporation ("Assignee").

WHEREAS, Assignor and Assignee are parties to the IP Assignment Agreement of an even date herewith, whereby Assignor has agreed to assign the Trademarks (as defined below), and to execute and deliver this Assignment for recording with governmental authorities including, but not limited to, the U.S. Patent and Trademark Office.

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the following : (a) trademarks, and trademark applications and registrations, and renewals thereof, set forth on Attachment A hereto, (the "Trademarks"), provided that, with respect to intent-to-use applications, if any, the transfer of such accompanies the transfer of Assignor's ongoing and existing business or portion thereof to which the trademark pertains; (b) the goodwill of the business connected with the use of and symbolized by the Trademarks; (c) all rights of any kind of Assignor accruing under any of the foregoing provided by applicable law, treaties and conventions, and otherwise throughout the world; (d) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and (e) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on or after the date hereof, with the right but no obligation to sue for such relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the U.S. Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment upon Assignee request. Following the date hereof, upon Assignee's request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives as may be necessary to effect, evidence or perfect the assignment of the Trademarks.

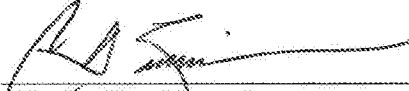
3. Successors and Assigns. This Assignment will bind and inure to the benefit of Assignor and Assignee and their respective successors and permitted assigns.

4. Counterparts. This Assignment may be executed in multiple counterparts, all of which shall be considered one and the same agreement and shall become effective when one or more counterparts have been signed by each of the parties delivered to the other party, it being understood that all parties need not sign the same counterpart. Copies with signatures transmitted electronically shall be deemed to be original signed versions.

*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of the date first written above.

Assignor: Blue Dog Designs, LLC

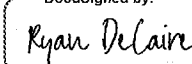


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Name: Cary Zimmerman  
Its: President

AGREED TO AND ACCEPTED:

Assignee: PAW Acquisition I Corp.

DocuSigned by:  
  
BA1B6186ECAF49A

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Name: Ryan DeCaire  
Its: President

**ATTACHMENT A  
TO TRADEMARK ASSIGNMENT**

Mark	App. No. / Reg. No.	App. No.	Reg. No.	Country	Status
HELP EM UP	RN: TMA997630 App. No: 1758160	December 7, 2015	May 29, 2018	Canada	Registered
HELP EM UP	RN: 1351813	Basic App. Date: October 27, 2015	April 20, 2017	WIPO Designating Australia, Benelux, France, Germany, Italy, and the United Kingdom)	Registered
HELP EM UP	App. No. 015305378	April 5, 2016		EU	Abandoned
HELP EM UP	RN and App. No: 1956758	August 22, 2018	August 22, 2018	Australia	Registered
HELP EM UP	RN and App. No: 19520255	April 5, 2016	May 21, 2017	China	Registered
HELP EM UP	RN and App. No: 303599894	November 17, 2015	June 14, 2016	Hong Kong	Registered
HELP EM UP	RN: 5858093 App. No. 2016- 036046	March 30, 2016	June 10, 2016	Japan	Registered
HELP EM UP	RN: 01788279 App. No.: 104071923	December 2, 2015	September 1, 2016	Taiwan	Registered
HELP EM UP	RN: 5184356 App. No.: 86800638	October 27, 2015	April 18, 2017	U.S.	Registered