

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM729529

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Plain Language Media, LLLP		11/03/2021	Limited Liability Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	LabX Media Group, Inc.		
Street Address:	334 King Street, Unit 2		
City:	Midland, Ontario		
State/Country:	CANADA		
Postal Code:	L4R 3M8		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4179397	G2 INTELLIGENCE	
Registration Number:	4179398	G2 INTELLIGENCE	
Registration Number:	3933940	LAB INSTITUTE	
Serial Number:	97026223	LAB INSTITUTE	
CORRESPONDENCE DATA			
Fax Number:	2077911350		
<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:	207-791-1100		
Email:	trademark@pierceatwood.com		
Correspondent Name:	Jonathan Gelchinsky / Pierce Atwood LLP		
Address Line 1:	254 Commercial Street		
Address Line 4:	Portland, MAINE 04101		
ATTORNEY DOCKET NUMBER:	31455/3000		
NAME OF SUBMITTER:	Jonathan M. Gelchinsky		
SIGNATURE:	/Jonathan M. Gelchinsky/		
DATE SIGNED:	05/23/2022		
Total Attachments: 3			
source=Trademark Assignment - LabX Media Group, Inc#page1.tif			

CH \$115.00 4179397

source=Trademark Assignment - LabX Media Group, Inc#page2.tif

source=Trademark Assignment - LabX Media Group, Inc#page3.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of November 3, 2021, by and among LabX Media Group, Inc., a Delaware Corporation, ("Purchaser"), and Plain Language Media LLLP, a Delaware limited liability limited partnership ("Seller"). All defined terms not otherwise defined herein shall have the meanings ascribed to such terms in the Asset Purchase Agreement, dated as of November 3, 2021, by and among Purchaser and Seller (the "Asset Purchase Agreement").

For good and valuable consideration, the receipt of which is hereby acknowledged, Seller, the owner of the trade names, logos, common law trademarks and service marks, and trademark and service mark registrations, all related goodwill related thereto, and applications therefor identified on Schedule A ("Trademarks"), hereby irrevocably assigns to Purchaser the entire right, title and interest in and to the Trademarks, including the goodwill of the business connected with the use of, and symbolized by, said Trademarks, and the right to recover for past, present and future infringement of said Trademarks. Purchaser hereby accepts said assignment.

Seller does hereby authorize and request the Commissioner of Patents and Trademarks of the United States of America or equivalent authority elsewhere in the world to record this assignment and to issue such Trademarks as shall be granted upon said applications based thereon to Purchaser, its successors and assigns.

Seller will do, execute, acknowledge and deliver all and every such further act, deed, conveyance, assignment, notice of assignment, transfer and assurance as Purchaser may from time to time reasonably request to carry out the intention or facilitate the performance of the terms of this Assignment. Without limiting the foregoing, Seller will execute general and specific confirmatory assignments and other supplementary documents as Purchaser may from time to time reasonably request.

Executed as of

November 3, 2021

PLAIN LANGUAGE MEDIA LLLP

By: Mark Eubank
Name: Mark Eubank
Title: CEO

ACCEPTED:

LABX MEDIA, INC.

By: _____
Name: _____
Title: _____

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of November 3, 2021, by and among LabX Media Group, Inc., a Delaware Corporation, ("Purchaser"), and Plain Language Media LLLP, a Delaware limited liability limited partnership ("Seller"). All defined terms not otherwise defined herein shall have the meanings ascribed to such terms in the Asset Purchase Agreement, dated as of November 3, 2021, by and among Purchaser and Seller (the "Asset Purchase Agreement").

For good and valuable consideration, the receipt of which is hereby acknowledged, Seller, the owner of the trade names, logos, common law trademarks and service marks, and trademark and service mark registrations, all related goodwill related thereto, and applications therefor identified on Schedule A ("Trademarks"), hereby irrevocably assigns to Purchaser the entire right, title and interest in and to the Trademarks, including the goodwill of the business connected with the use of, and symbolized by, said Trademarks, and the right to recover for past, present and future infringement of said Trademarks. Purchaser hereby accepts said assignment.

Seller does hereby authorize and request the Commissioner of Patents and Trademarks of the United States of America or equivalent authority elsewhere in the world to record this assignment and to issue such Trademarks as shall be granted upon said applications based thereon to Purchaser, its successors and assigns.

Seller will do, execute, acknowledge and deliver all and every such further act, deed, conveyance, assignment, notice of assignment, transfer and assurance as Purchaser may from time to time reasonably request to carry out the intention or facilitate the performance of the terms of this Assignment. Without limiting the foregoing, Seller will execute general and specific confirmatory assignments and other supplementary documents as Purchaser may from time to time reasonably request.

Executed as of

November 3, 2021

PLAIN LANGUAGE MEDIA LLLP

By: _____
Name: Mark Ziebarth
Title: CEO


ACCEPTED:

LABX MEDIA, INC.

By: Bob Kafato
Name: _____
Title: President

SCHEDULE A
ASSIGNMENT OF TRADEMARKS

United States Trademark Registrations:

Trademark	Reg. Number	Reg. Date
G2 INTELLIGENCE	4,179,398	7/24/2012
	4,179,397	7/24/2012
LAB INSTITUTE	3,933,940	3/22/2011

United States Trademark Applications:

Trademark	App. Number	App. Date
LAB INSTITUTE	97026223	9/14/2021

Unregistered Trademarks:

- National Intelligence Report TM
- Laboratory Industry Report TM
- G2 Compliance AdvisorTM
- Diagnostic Testing & Emerging TechnologiesTM
- G2 Compliance ReportTM
- Diagnostic Testing and Technology ReportTM
- Diagnostic Imaging Industry ReportTM
- National Lab Reporter
- Diagnostic Deals & Data
- Lab Compliance Advisor
- Lab & Pathology Insider
- G2/D3