

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM746359

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900694802		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
In Real Life, LLC		05/10/2022	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Bumble Holding Limited		
Street Address:	The Broadgate Tower, Third Floor		
Internal Address:	20 Primrose Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC2A 2RS		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5246992	IRL	
CORRESPONDENCE DATA			
Fax Number:	3122691747		
<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:	3122698000		
Email:	marden@nge.com, ryoung@nge.com		
Correspondent Name:	Ian J. Block		
Address Line 1:	2 N LASALLE STREET		
Address Line 2:	SUITE 1700		
Address Line 4:	CHICAGO, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	029046.7000		
NAME OF SUBMITTER:	Ian Block		
SIGNATURE:	/Ian Block/		
DATE SIGNED:	08/05/2022		
Total Attachments: 4 source=Notice#page1.tif			

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source=2022.05.10 -- Bumble - In Real Life LLC -- Trademark Assignment Agreement re IRL (Fully Executed)#page1.tif

source=2022.05.10 -- Bumble - In Real Life LLC -- Trademark Assignment Agreement re IRL (Fully Executed)#page2.tif

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is made as of the date last signed below (the "Effective Date"), by and between In Real Life, LLC, a New York limited liability company ("Assignor") and Bumble Holding Limited, a United Kingdom limited company (UK company number 09214520) with an address at The Broadgate Tower, Third Floor, 20 Primrose Street, London, United Kingdom EC2A 2RS ("Assignee").

WHEREAS, Assignor owns all rights, title, interest, and goodwill in and to the trademark IRL for use in connection with "online dating services provided via a mobile application," as claimed in U.S. Registration No. 5,246,992 (collectively, all of the foregoing rights associated with Assignor's IRL trademark, including but not limited to U.S. Registration No. 5,246,992, shall be referred to herein as the "Mark"); and

WHEREAS, under that certain Trademark Acquisition Agreement, executed concurrently with this Trademark Assignment Agreement, Assignor has agreed to execute this instrument of assignment and thereby to assign to Assignee all of Assignor's rights, title, interest, and goodwill in and to the Mark.

NOW, THEREFORE, pursuant to the terms of and in exchange for the consideration received in that certain Trademark Assignment Agreement, the receipt and adequacy of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. The recitals stated above are hereby incorporated herein and shall have binding and interpretive effect.

2. Assignor does hereby assign, convey, and transfer to Assignee, and its successors, assigns, and legal representatives, the full and entire rights, title, interest, and goodwill in and to the following property:

- (i) the Mark;
- (ii) that part of the goodwill of Assignor's business connected with the use of and symbolized by the Mark;
- (iii) all of Assignor's trademark rights in the Mark under the laws of any jurisdiction, including all rights granted under 15 U.S.C. § 1051, *et. seq.*, all rights granted under the statutes of any other jurisdiction, and all rights granted under the common laws of any jurisdiction (collectively, the "Trademark Rights");
- (iv) the right to claim the Trademark Rights and to obtain registrations therefor in the sole name of Assignee under the trademark laws of any jurisdiction; and
- (v) all causes of action for, and claims for damages by reason of, any infringement of the Trademark Rights in any jurisdiction, which causes of action and claims arose prior to the date of execution hereof.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed on the date first indicated above.

IN REAL LIFE, LLC

By: *Claudia Seidenberg*

Name: Claudia Scheinman Seidenberg

Title: Co-Founder CEO

Date: 5/9/2022

BUMBLE HOLDING LIMITED

By: *Natasha Hinds-Payne*

Name: Natasha Hinds-Payne

Title: Head of IP & Brand Protection

Date: May 10, 2022 | 12:45 PM CDT