

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM741209

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Selleractive, Inc.		07/07/2022	Corporation: OREGON
RECEIVING PARTY DATA			
Name:	Cart.com, Inc.		
Street Address:	612 Brazos Street		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4298096	SELLERACTIVE	
CORRESPONDENCE DATA			
Fax Number:	8777697945		
<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:	617-542-5070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
NAME OF SUBMITTER:	Meredith Bayer		
SIGNATURE:	/Meredith Bayer/		
DATE SIGNED:	07/14/2022		
Total Attachments: 1			
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TRADEMARK CONFIRMATORY ASSIGNMENT

WHEREAS, Selleractive, Inc. is a corporation of Oregon with a business address of 11481 SW Hall Blvd., Suite 102, Tigard, Oregon 97223 (“**Assignor**”), as the owner of all right, title, and interest in U.S. trademark registration no. 4298096 for the mark SellerActive (the mark and U.S. trademark filing collectively referred to as the “**Trademark**”);

WHEREAS, Cart.com, Inc. is a Delaware corporation with a business address of 612 Brazos Street, Austin, Texas 78701 (“**Assignee**”), as the party acquiring all of Assignor's rights, title and interest in the Trademark;

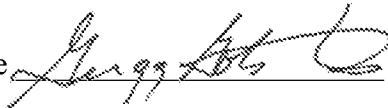
NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of each of which is hereby acknowledged, the parties hereto agree as follows:

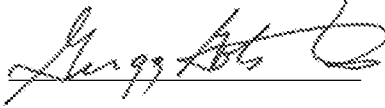
1. Assignor hereby confirms that, effective December 31, 2021, it assigned to the Assignee all worldwide right, title, and interest to the Trademark, along with that portion of the business pertaining thereto and the goodwill of the business symbolized by the Trademark, as well as all of Assignor’s common law rights to be held and enjoyed by Assignee, its successors, and assignees.
2. This assignment includes the right to sue and recover damages for past and future infringements of Assignor's rights in the Trademark and to bring any proceeding in any national trademark office or any court for cancellation or opposition or other proceeding in connection with the Trademark. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor and its affiliates had this assignment not been made.

In witness whereof, the Assignor and Assignee have executed this document effective as of the dates set forth below.

Selleractive, Inc.

Cart.com, Inc.

Signature 

Signature 

Printed Name: Gregg Goldstein

Printed Name: Gregg Goldstein

Title: General Counsel

Title: General Counsel

Date: July 7, 2022

Date: July 7, 2022