

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM784161

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
200OK LLC		02/01/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Paddle.com Inc.		
Street Address:	18-29 Mora Street		
Internal Address:	Judd House		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC1V 8BT		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4513819	PRICE INTELLIGENTLY	
Registration Number:	5095196	PROFITWELL	
Registration Number:	5095197	PROFITWELL	
Registration Number:	5099903	PI	
Registration Number:	5113185	PI	
Registration Number:	5359403	RETAIN	
Registration Number:	5458518	RECOGNIZED	
Registration Number:	5944418	PROFITWELL	
Registration Number:	5727487	PROTECT THE HUSTLE	
Registration Number:	6072323	RECUR	
CORRESPONDENCE DATA			
Fax Number:	6173307550		
<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:	6173307112		
Email:	wbm@rubinrudman.com		
Correspondent Name:	William McDiarmid		
Address Line 1:	53 State Street, 15th fl		

OP \$265.00 4513819

Address Line 2: Rubin and Rudman LLP
Address Line 4: Boston, MASSACHUSETTS 02109

NAME OF SUBMITTER: William McDiarmid

SIGNATURE: /wmcdiarmid/

DATE SIGNED: 02/02/2023

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made on February 1, 2023 between **200OK LLC**, a Delaware limited liability company ("Assignor"), on the one hand, and **Paddle.com Inc.**, a Delaware corporation (the "Assignee"), on the other hand.

WHEREAS, Assignor is the owner and proprietor of the trademark applications and registrations in the attached **Schedule A** (the "Trademarks").

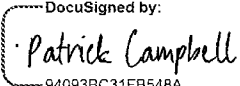
WHEREAS, Assignor and Assignee have entered into an asset purchase agreement, dated as of the date hereof, pursuant to which Assignor will sell, assign and transfer to Assignee, and Assignee will purchase from Assignor, substantially all assets related to the business of Assignor (the "Asset Purchase Agreement"); and

WHEREAS, in connection with the Asset Purchase Agreement, Assignor and Assignee have agreed that the right, title and interest in and to the Trademarks shall be assigned to Assignee for the consideration set forth in the Asset Purchase Agreement.

NOW, THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee the Trademarks, for all of the goods and/or services included in the relevant registrations and applications and in conjunction with which the Trademarks as used, together with the goodwill of the business associated with and symbolized by the Trademarks and the right of the Assignee to bring actions and claim relief in respect of any infringement or other violation of rights with respect to the Trademarks occurring prior to the date hereof.

IN WITNESS WHEREOF the Assignor and Assignee have executed this assignment the day and year first above written.

200OK LLC

By: 
Name: Patrick Campbell



Title: Director

Paddle.com Inc.

By: 
Name: Christian Owens

Title: Director

SCHEDULE A

<u>Trademark Title</u>	<u>Application No.</u> <u>Filing Date</u>	<u>Registration No.</u> <u>Registration Date</u>	<u>Status</u>
PRICE INTELLIGENTLY	86026769 Aug. 1, 2013	4,513,819 Apr. 15, 2014	Registered
PROFITWELL	87014380 Apr. 26, 2016	5,095,196 Dec. 06, 2016	Registered
PROFITWELL	87014398 Apr. 26, 2016	5,095,197 Dec. 06, 2016	Registered
PI 	87014498 Apr. 26, 2016	5,099,903 Dec. 13, 2016	Registered
PI 	87014522 Apr. 26, 2016	5,113,185 Jan. 03, 2017	Registered
RETAIN	87453470 May 17, 2017	5,359,403 Dec. 19, 2017	Registered
RECOGNIZED	87622977	5,458,518	Registered

	Sep. 26, 2017	May 01, 2018	
PROFITWELL	87014365 Apr. 26, 2016	5,944,418 Dec. 24, 2019	Registered
PROTECT THE HUSTLE	88112059 Sep. 11, 2018	5,727,487 Apr. 16, 2019	Registered
RECUR	88215547 Dec. 4, 2018	6,072,323 Jun. 09, 2020	Registered