

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM810709

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Be Tenth, Inc.		05/15/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Greenwood, Inc.		
Street Address:	3500 Lenox Rd.		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30326		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	90477715	CASH BACK FOR BUYING BLACK	
Serial Number:	97044823	KINLY	
Serial Number:	97044820	THE OTHER 90%	
CORRESPONDENCE DATA			
Fax Number:	4048853900		
<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:	4048853155		
Email:	trademarks@troutman.com		
Correspondent Name:	Austin Padgett, Esq.		
Address Line 1:	600 Peachtree Street NE, Suite 3000		
Address Line 2:	Troutman Pepper		
Address Line 4:	Atlanta, GEORGIA 30308		
ATTORNEY DOCKET NUMBER:	257277.000004		
NAME OF SUBMITTER:	Austin Padgett, Esq.		
SIGNATURE:	/Austin Padgett/		
DATE SIGNED:	05/16/2023		
Total Attachments: 1			
source=Greenwood_Be_Tenth_Marks_Trademark_Assignment_(Short_Form)_ (1).DOC#page1.tif			

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Be Tenth, Inc. ("**Assignor**"), a Delaware corporation, in favor of Greenwood, Inc. ("**Assignee**"), a Delaware corporation, located at 3500 Lenox Rd., Atlanta, Georgia 30326, the assignee of the following marks (the "**Trademarks**"):

Mark	App. No.	Filing Date
CASH BACK FOR BUYING BLACK	90477715	January 20, 2021
KINLY	97044823	September 24, 2021
THE OTHER 90%	97044823	September 24, 2021

WHEREAS, Assignee's business was acquired by Assignor, along with the portion of the business to which the Trademarks pertain, and that business is ongoing and existing;

NOW THEREFORE, Assignor agrees as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Trademarks, the trademark application and registration thereof, together with the goodwill connected with the use of and symbolized thereby and all issuances, extensions and renewals thereof.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date provided below.

BE TENTH, INC.

Date: May 15, 2023

DocuSigned by:
By: Donald Hawkins
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Name: Donald Hawkins

Title: President & CEO