

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM825025

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900785529		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
From Now On, LLC		03/21/2023	Limited Liability Company: NEBRASKA
RECEIVING PARTY DATA			
Name:	Snap! Mobile Engagement, Inc.		
Street Address:	8300 7th Avenue S.		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98108		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5209380	FANX	
Registration Number:	5267623	FROM NOW ON	
CORRESPONDENCE DATA			
Fax Number:	2063813301		
<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:	2063813300		
Email:	tmdocketing@lowegrahamjones.com		
Correspondent Name:	LOWE GRAHAM JONES PLLC		
Address Line 1:	1325 Fourth Avenue, Suite 1130 -		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	SNAP-2-1006		
NAME OF SUBMITTER:	Ellen M. Bierman		
SIGNATURE:	/Ellen M. Bierman/		
DATE SIGNED:	07/18/2023		
Total Attachments: 4			
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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, FROM NOW ON, LLC, a Nebraska limited liability company, has previously entered into an assignment agreement to assign the entire right, title, and interest in the marks listed in the attached "Schedule A" (hereinafter referred to as the "TRADEMARKS") and to the business and all goodwill associated with the TRADEMARKS; and

WHEREAS, an assignment for each of the TRADEMARKS was executed through an Assignment of Intellectual Property Agreement entered into effective March 21, 2023, as part of an Asset Purchase Agreement between FROM NOW ON, LLC, a Nebraska limited liability company, and SNAP! MOBILE ENGAGEMENT, INC., a Delaware corporation; and

WHEREAS FROM NOW ON, LLC (referred to herein as "ASSIGNOR") wishes to provide, via this Confirmatory Assignment, a complete and formal transfer of all rights originating with said TRADEMARKS in a form suitable for recordation; and

WHEREAS, SNAP! MOBILE ENGAGEMENT, INC. (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire right, title, and interest in the TRADEMARKS, and to the business and all goodwill associated with the TRADEMARKS, and/or has already acquired the entire right, title, and interest in the TRADEMARKS, and to the business and all goodwill associated with the TRADEMARKS through other means;

NOW, THEREFOR, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE effective March 21, 2023, the entire right, title and interest in and to the TRADEMARKS, including all common law rights therein, in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with the symbolized TRADEMARKS, including without limitation, the right to renew any registrations included in the TRADEMARKS, the right to apply for trademark registrations within and outside of the United States based in whole or in part upon the TRADEMARKS, and any priority right that may arise from the TRADEMARKS, the same to be held and enjoyed by the ASSIGNEE as fully and entirely as said interest could have been held and enjoyed by ASSIGNOR had this assignment, transfer and conveyance not been made, including any claims with respect to infringement thereof accruing

prior to this ASSIGNMENT. ASSIGNOR further authorizes and requests the Commissioner of Trademarks to issue all registrations to ASSIGNEE.

ASSIGNOR hereby irrevocably designates and appoints the ASSIGNEE and its duly authorized officers and agents as its agent and attorney in fact, to act for and in its behalf to execute, verify and file any such documents and to do all other lawfully permitted acts to further the purposes of this assignment with the same legal force and effect as if executed by ASSIGNOR. ASSIGNOR hereby waives and quitclaims to the ASSIGNEE any and all claims, of any nature whatsoever, which ASSIGNOR now or may hereafter have for infringement of any proprietary rights assigned to the ASSIGNEE.


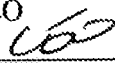
If any provision of this assignment is held by any court to be unenforceable, such provision shall be interpreted to accomplish the objectives of the original provision to the fullest extent allowed by law, and the remainder of this assignment shall remain in full force and effect.

Electronic signatures are permitted and are enforceable as original signatures. Faxed, electronically delivered and scanned executed documents will be considered originals for purposes of confirming an enforceable agreement. This agreement may be signed in counterparts.

[Signatures on following page]


EXECUTED at _____ (city), _____ (state/country), on
_____ (date).

FROM NOW ON, LLC


By: Susan Thaden
President & CEO
Title: 

EXECUTED at _____ (city), _____ (state/country), on
_____ (date).

SNAP! MOBILE ENGAGEMENT, INC.


By: Peter Wiederspan
Secretary

Schedule A

Mark	Record Owner	Jurisdiction	Registration Number	Registration Date
FANX	From Now On, LLC	United States	5209380	05/23/2017
FROM NOW ON	From Now On, LLC	United States	5267623	08/15/2017