

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM844610

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Welcomemat Services, Inc.		10/06/2023	Corporation: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Welcomemat Solutions LLC		
Street Address:	540 DEVALL DRIVE, SUITE 301		
City:	AUBURN		
State/Country:	ALABAMA		
Postal Code:	36832		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	97420633		
Registration Number:	6769161	FLEXTTEXT	
Registration Number:	5634773	DATA-DRIVEN MARKETING WITH A LOCAL FOCUS	
Registration Number:	3897009	WELCOMEMAT	
Registration Number:	3897011	THE WELCOMEMAT	
Registration Number:	2997084	WELCOMEMAT SERVICES INC.	
Registration Number:	4373082	PUNCHPOINTS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3367213747		
Email:	tmdocketing@wbd-us.com		
Correspondent Name:	Randel S. Springer		
Address Line 1:	Womble Bond Dickinson (US) LLP		
Address Line 2:	One West Fourth		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
NAME OF SUBMITTER:	Randel S. Springer		
SIGNATURE:	/Randel S. Springer/		

CH \$190.00 97420633

DATE SIGNED:

10/09/2023

Total Attachments: 9

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

October 6, 2023

This ASSIGNMENT AGREEMENT (this “Agreement”) dated as of the date first set forth above, is made by and between Welcomemat Solutions LLC, a Delaware limited liability company (“Assignee”), and Welcomemat Services, Inc., a North Carolina corporation (“Assignor”), pursuant to that certain Asset Purchase Agreement dated as of the date hereof, among Assignee Assignor, all of the shareholders of Assignor, and, solely for the limited purposes specified therein, Fullsteam Operations LLC, a Delaware limited liability company (the “Purchase Agreement”). Capitalized terms used but not otherwise defined herein shall have the meanings assigned to such terms in the Purchase Agreement.

WHEREAS, pursuant to the Purchase Agreement, the Assignor has agreed to transfer, assign and deliver all of such Assignor’s right, title and interest in, to and under any and all Transferred Intellectual Property, to the Assignee, free and clear of all Liens.

NOW, THEREFORE, in consideration of the foregoing and in consideration of the mutual agreements, provisions and covenants contained herein and in the Purchase Agreement, and subject to and in accordance with the Purchase Agreement, the parties hereby agree as follows:

1. Assignment. Assignor hereby sells, assigns, transfers and sets over to Assignee all Intellectual Property and Intellectual Property Rights of Assignor, including, without limitation, its entire right, title and interest throughout the world in and to the Transferred Intellectual Property (including, without limitation, the Transferred Intellectual Property set forth on Annex A hereto), together with the goodwill of the business symbolized by the Transferred Intellectual Property therein, including, without limitation, any registrations that issue from pending applications and any renewals and extensions thereof, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, as well as all rights to any actions, causes of action and rights to recover damages and payments for past, present or future infringements or misappropriations thereof.

2. Recordation. Assignor hereby authorizes and requests the U.S. Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Transferred Intellectual Property, and to issue all corresponding registrations to the Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

3. Effective Time. This Agreement shall be deemed to be effective between the parties as of the Closing.

4. Further Assurances. From time to time after the date hereof, Assignor will execute and deliver, or arrange for the execution and delivery of, any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, instruments of conveyance and transfer, or other instruments or documents and take or arrange for such other actions as may reasonably be requested by Assignee to effect, evidence, perfect or complete more effectively any of the transactions provided for in this Agreement.

5. Purchase Agreement. This Agreement is executed and delivered in connection with the Purchase Agreement, and all of the terms and conditions of the Purchase Agreement are hereby incorporated herein by this reference. Nothing contained in this Agreement shall be deemed to alter,

diminish or expand in any manner whatsoever any of the provisions of, or any of the rights and obligations of the parties hereto under, the Purchase Agreement, and this Agreement is subject to all of the terms, conditions and limitations set forth in the Purchase Agreement. Nothing in this Agreement is intended to create any broader obligations of the parties hereto than those contemplated in the Purchase Agreement. In the event of any conflict between the Purchase Agreement and this Agreement, the Purchase Agreement shall control.

6. Miscellaneous. Article 8 of the Purchase Agreement shall apply *mutatis mutandis* to this Agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, each party hereto has duly executed this Agreement as of the date first above written.

ASSIGNOR:

WELCOMEMAT SERVICES, INC.

By: DocuSigned by:
Brian Mattingly
Name: Brian Mattingly
Title: President

ASSIGNEE:

WELCOMEMAT SOLUTIONS LLC

By: _____
Name: Michael A. Lawler
Title: Chief Executive Officer

IN WITNESS WHEREOF, each party hereto has duly executed this Agreement as of the date first above written.

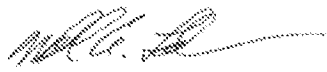
ASSIGNOR:

WELCOMEMAT SERVICES, INC.

By: _____
Name: Brian Mattingly
Title: President

ASSIGNEE:

WELCOMEMAT SOLUTIONS LLC

By:  _____
Name: Michael A. Lawler
Title: Chief Executive Officer

Patents & Patent Applications

TITLE	APPL. NO. / PAT. NO. / JURISDICTION	FILING DATE / ISSUE DATE	OWNER OF RECORD	STATUS
Business Method for Promoting Goods and Services of Providers	12/658,812 7,996,263 US	02/16/2010 08/09/2011	Welcomemat Services, Inc.	Issued Patent
Computer-Implemented System and Method for Client Data Reporting and Data Capture	62/565,730 N/A US	09/29/2017 N/A	Welcomemat Services, Inc.	Expired Provisional Application
Method and System for Direct Main Barcoding on Coupons for Tracking Coupon Redemption	60/523,877 N/A US	11/20/2003 N/A	Welcomemat Services, Inc.	Expired Provisional Application
Business Method for Promoting Goods and Services of Providers	60/713,135 N/A US	08/31/2005 N/A	Welcomemat Services, Inc.	Expired Provisional Application
Computer-Implemented System and Method for Client Data Reporting and Data Capture	16/146,184 N/A US	09/28/2018 N/A	Welcomemat Services, Inc.	Abandoned Application
Method for Promoting Goods and Services of Providers	13/919,237 N/A US	06/17/2013 N/A	Welcomemat Services, Inc.	Abandoned Application
Method for Promoting Goods and Services of Providers	13/199,916 N/A US	09/13/2011 N/A	Welcomemat Services, Inc.	Abandoned Application
Business Method for Promoting Goods and Services of Providers	10/932,599 N/A US	09/02/2004 N/A	Welcomemat Services, Inc.	Abandoned Application
Business Method for Promoting Goods and Services of Providers	12/660,980 8,019,645 US	03/09/2010 09/13/2011	Welcomemat Services, Inc.	Expired Patent
Business Method for Promoting Goods and Services of Providers	11/472,882 N/A US	06/22/2006 N/A	Welcomemat Services, Inc.	Abandoned Application
Mobile Rewards System, Method and Application Software	13/357,101 N/A US	01/24/2012 N/A	Welcomemat Services, Inc.	Abandoned Application

Trademarks, Trade Dress and Service Marks

MARK	SERIAL NO. / REG. NO. / JURISDICTION	FILING DATE / REG. DATE	OWNER OF RECORD	STATUS
	97/420,633 N/A US	05/20/2022 N/A	Welcomemat Services, Inc.	Pending Application
FLEXTTEXT	90/394,062 6,769,161 US	12/18/2020 06/21/2022	Welcomemat Services, Inc.	Registered
DATA-DRIVEN MARKETING WITH A LOCAL FOCUS	87/927,297 5,634,773 US	05/18/2018 12/18/2018	Welcomemat Services, Inc.	Registered
WELCOMEMAT	85/033,358 3,897,009 US	05/07/2010 12/28/2010	Welcomemat Services, Inc.	Registered
THE WELCOMEMAT	85/033,367 3,897,011 US	05/07/2010 12/28/2010	Welcomemat Services, Inc.	Registered
	78/341,105 2,997,084 US	12/15/2003 09/20/2005	Welcomemat Services, Inc.	Registered
PUNCHPOINTS	85/427,163 4,373,082 US	09/20/2011 07/23/2013	Welcomemat Services, Inc.	Cancelled Registration
	N/A N/A US	N/A N/A	N/A	Unregistered

Domain Names

DOMAIN	REGISTRANT	REGISTRAR	EXPIRATION DATE
www.welcomemat-services.com	Welcomemat Services Inc.	Network Solutions, LLC	08/10/2030
www.carwashpromo.com	Welcomemat Services Inc.	GoDaddy.com, LLC	07/15/2024
www.getfitpromo.com	Welcomemat Services Inc.	GoDaddy.com, LLC	04/07/2024
www.welcomematmarketing.com	Welcomemat Services Inc.	GoDaddy.com, LLC	06/28/2024
www.welcomematwashesolutions.com	Welcomemat Services Inc.	GoDaddy.com, LLC	08/25/2024
www.wlink.live	Welcomemat Services Inc.	GoDaddy.com, LLC	01/06/2028
www.wmat.cc	Welcomemat Services Inc.	GoDaddy.com, LLC	12/01/2023
www.wmoffer.com	Welcomemat Services Inc.	GoDaddy.com, LLC	06/28/2024
www.wmsdemosites.com	Welcomemat Services Inc.	GoDaddy.com, LLC	02/06/2025
www.wmwashesolutions.com	Welcomemat Services Inc.	GoDaddy.com, LLC	12/2/2023
www.disruptivedirectmail.com	Welcomemat Services Inc.	GoDaddy.com, LLC	10/20/2026
www.engagedo.com	Welcomemat Services Inc.	GoDaddy.com, LLC	01/27/2026
www.fundraiser.vip	Welcomemat Services Inc.	GoDaddy.com, LLC	07/25/2025

DOMAIN	REGISTRANT	REGISTRAR	EXPIRATION DATE
www.perfectcustomermatch.com	Welcomemat Services Inc.	GoDaddy.com, LLC	12/26/2025
www.perfectmatchdigital.com	Welcomemat Services Inc.	GoDaddy.com, LLC	12/11/2023
www.welcomemat.biz	Welcomemat Services Inc.	GoDaddy.com, LLC	05/29/2024
www.welcomemat.com	Welcomemat Services Inc.	GoDaddy.com, LLC	07/21/2025
www.welcomematfranchise.com	Welcomemat Services Inc.	GoDaddy.com, LLC	06/09/2025
www.welcomematfranchising.com	Welcomemat Services Inc.	GoDaddy.com, LLC	06/21/2025
www.welcomematprogram.com	Welcomemat Services Inc.	GoDaddy.com, LLC	12/26/2025
www.welcomemat.services	Welcomemat Services, Inc.	Network Solutions, LLC	09/19/2024

Social Media Accounts

HANDLE /ACCOUNT	PLATFORM	REGISTRATION DATE
WWW.FACEBOOK.COM/WELCOMEMATSERVICES	Facebook	Unknown
WWW.LINKEDIN.COM/COMPANY/ WELCOMEMAT-SERVICES/	LinkedIn	Unknown
WWW.YOUTUBE.COM/USER/ WELCOMEMATSERVICES	YouTube	December 2010
@WMATSERVICES	Twitter	March 2011
@WELCOMEMAT_SERVICES	Instagram	Unknown