

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM845230

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|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| BCG Holding, Corp. | | 10/05/2023 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | The Boston Consulting Group, Inc. | | |
| Street Address: | 200 Pier 4 Boulevard | | |
| City: | Boston | | |
| State/Country: | MASSACHUSETTS | | |
| Postal Code: | 02210 | | |
| Entity Type: | Corporation: MASSACHUSETTS | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 6102474 | FORMATION | |
| Registration Number: | 5770721 | F | |
| Registration Number: | 6158663 | FORMATION | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2027995000 | | |
| <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: | 2027994000 | | |
| Email: | gregory.esau@dlapiper.com | | |
| Correspondent Name: | Gregory Esau | | |
| Address Line 1: | 500 Eighth Street, NW | | |
| Address Line 4: | Washington, D.C. 20004 | | |
| NAME OF SUBMITTER: | Gregory Esau | | |
| SIGNATURE: | /Gregory Esau/ | | |
| DATE SIGNED: | 10/11/2023 | | |
| Total Attachments: 3 | | | |
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| source=Trademark Assignment - Formation#page3.tif | | | |

CH \$90.00 6102474

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made as of the date of execution between BCG Holding, Corp., a corporation of Delaware ("Assignor") and The Boston Consulting Group, Inc., a corporation of Massachusetts, having an address of 200 Pier 4 Boulevard Boston, MA 02210 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks identified on Schedule I attached hereto (the "Marks"); and

WHEREAS, Assignor is desirous of assigning, and Assignee is desirous of obtaining, all right, title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby assign, transfer and convey unto Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee for its own, and for the use and enjoyment of its successors, assigns and/or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignors if this Assignment had not been made; together with all claims for damages by reason of past infringement of the Marks, with the right to sue for, and collect the same for its own use and behalf, and for the use on behalf of its successors, assigns, or other legal representatives.

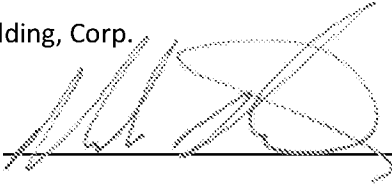
[Signatures on following page]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed as of the date set forth below.

ASSIGNOR:

BCG Holding, Corp.

Signed: _____

A handwritten signature in black ink, appearing to be 'MR', is written over a solid horizontal line.

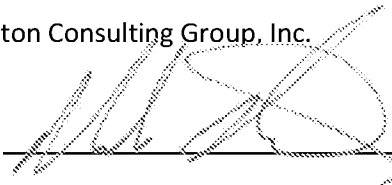
Name: Mark Rosenthal, Director

Date: October 5, 2023

ASSIGNEE:

The Boston Consulting Group, Inc.

Signed: _____

A handwritten signature in black ink, appearing to be 'MR', is written over a solid horizontal line.

Name: Mark Rosenthal, Secretary

Date: October 5, 2023

[Schedule I on following page]

SCHEDULE I

| Country | Trademark | Status | Reg. No. | Reg. Date |
|----------------|------------------|---------------|-----------------|------------------|
| Canada | F Design | Registered | TMA1114964 | 30-Nov-2021 |
| Canada | FORMATION | Registered | TMA1114963 | 30-Nov-2021 |
| European Union | FORMATION | Registered | 1426825 | 02-Apr-2018 |
| European Union | F Design | Registered | 1440940 | 30-Jul-2018 |
| WIPO | F Design | Registered | 1440940 | 30-Jul-2018 |
| WIPO | FORMATION | Registered | 1426825 | 02-Apr-2018 |
| Japan | F Design | Registered | 1440940 | 03-Sep-2020 |
| Japan | FORMATION | Registered | 1426825 | 18-Jun-2020 |
| Korea | FORMATION | Registered | 1426825 | 01-Oct-2019 |
| Korea | F Design | Registered | 1440940 | 30-Jul-2018 |
| United Kingdom | FORMATION | Registered | UK00801426825 | 02-Apr-2018 |
| United Kingdom | F Design | Registered | UK00801440940 | 30-Jul-2018 |
| United States | FORMATION | Registered | 6102474 | 14-Jul-2020 |
| United States | F Design | Registered | 5770721 | 04-Jun-2019 |
| United States | FORMATION | Registered | 6158663 | 22-Sep-2020 |