

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM853281

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cygnus, LLC		07/28/2023	Limited Liability Company: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	i3 Product Development, LLC		
<b>Street Address:</b>	1869 Haynes Dr		
<b>City:</b>	Sun Prairie		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53590		
<b>Entity Type:</b>	Limited Liability Company: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90351999	REACH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	3129133331		
<b>Email:</b>	herndon@mbhb.com		
<b>Correspondent Name:</b>	Joseph A. Herndon		
<b>Address Line 1:</b>	300 S. Wacker		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>NAME OF SUBMITTER:</b>	Joseph A. Herndon		
<b>SIGNATURE:</b>	/Joseph A. Herndon/		
<b>DATE SIGNED:</b>	11/14/2023		
<b>Total Attachments: 3</b>			
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OP \$40.00 90351999

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** is effective as on the last date of execution below (the "Effective Date"), by and between i3 Product Development, LLC, a Wisconsin limited liability company ("Assignee"), and Cygnus, LLC of Sun Prairie, Wisconsin ("Assignor").

### RECITALS

**WHEREAS**, Assignor hereby warrants that it is the owner of the entire right, title, and interest in the trade-mark registration no. 7,108,394 to the mark "REACH" as identified in US Trademark Application Serial No. 90/351,999, (hereinafter "the Mark"), and that it has the right to make this assignment, and further warrants that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned;

**WHEREAS**, Assignor has used and registered and thus owns the Mark as well as the goodwill in connection therewith;

**WHEREAS**, Assignee wishes to acquire all of the Assignor's right, title and interest in and to the Mark, and the Assignor wishes to transfer such right, title and interest to the Assignee;

**NOW, THEREFORE**, in consideration of the Recitals set forth above and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto hereby agree as follows:

1. Assignor hereby irrevocably sells, transfers, assigns and conveys to Assignee all of Assignor's right, title and interest in and to the Mark and together with the goodwill associated with the use and symbolized the Mark, including, without limitation, (i) all common law rights associated with the Mark, (ii) all rights of any kind whatsoever of Assignor accruing under or in relation to the Mark as provided by the applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world, and (iii) all rights to sue for past, present, or future infringement, misappropriation, dilution, violation, or misuse thereof, whether any such claims or causes of action accrue before, on and/or after the date hereof, including all income, royalties, damages or payments now and hereafter due and/or payable under any of the foregoing with respect to any of the foregoing, including, without limitation, damages or payments for past or future infringements of any of the foregoing; and the right to sue for past, present and future infringements of any of the foregoing throughout the world.
2. Assignor hereby acknowledges and agrees that from and after the date hereof, Assignee shall be the exclusive owner of the Mark.
3. Assignor hereby authorizes and requests any agency having jurisdiction over the ownership of the Mark to record Assignee as the owner of the Mark.
4. Assignor further agrees that should additional documentation of the assignment or further acts be required to protect, secure, vest and record good title to the Mark in Assignee, Assignor will, without further consideration, promptly provide or execute such other documents or take such further acts as may be reasonably necessary upon Assignee's reasonable request, including reasonable cooperation and assistance in the prosecution or defense of any proceeding that may arise in connection with any of the rights assigned hereby. In the event that Assignor is unable for any reason whatsoever to secure the necessary signatures to any document Assignee is required to execute pursuant to the foregoing, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents power of attorney to execute and

file any such document and to do all other lawfully permitted acts to further the purposes of the foregoing with the same legal force and effect as if executed by Assignor. This power of attorney will be deemed coupled with an interest and will be irrevocable.

**IN WITNESS WHEREOF**, Assignor and Assignee have executed this Trademark Assignment.

**ASSIGNOR:**

**Cygnus, LLC**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

*James Grogan*  
*General Manager*  
*7/28/2023*

**ASSIGNEE:**

**i3 Product Development, LLC**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

file any such document and to do all other lawfully permitted acts to further the purposes of the foregoing with the same legal force and effect as if executed by Assignor. This power of attorney will be deemed coupled with an interest and will be irrevocable.

**IN WITNESS WHEREOF**, Assignor and Assignee have executed this Trademark Assignment.

**ASSIGNOR:**

**Cygnus, LLC**

By: \_\_\_\_\_

Name:

Title:

Date:

**ASSIGNEE:**

**i3 Product Development, LLC**

By: \_\_\_\_\_ 

Name: Marc Greenberg

Title: Corporate Secretary

Date: July 20, 2023