Exhibit A

Purchased Assets

"**Purchased Assets**" means all of the assets of the Seller used or useful in the operation of the Business, including without limitation the following assets:

Buyer would acquire substantially all of the assets, tangible and intangible, owned by Seller that are used in, or necessary for the conduct of, daily operations at [**COMPANY NAME**] (the "Business"), including, without limitation:

(i) the existing software, code base, production and staging infrastructure and zones relating to the assets, subject to any obligations contained in disclosed license agreements and all related intellectual property;

- INSERT DOMAINS
- INSERT EMAIL MARKETING TOOL(S)
- INSERT WEBSITE WIDGET(S)
- INSERT TRACKING TOOLS (GA, MIXPANEL, ETC)
- INSERT SERVER HOSTS + email login or username
- INSERT DATABASE HOSTS + email login or username
- INSERT REPO + WHERE IT'S HOSTED (GITHUB, ETC) + "GIT HISTORY"
- INSERT DEV/PROD ENVIRONMENT CREDENTIALS (API KEYS, SECRETS, ETC)

(ii) the fixed assets of Seller;

(iii) any and all customer lists and customer relationships;

(iv) all rights in and to the trade names including: "[**DBA**]", "[**ADDITIONAL DBA's**]" and rights to the related domain, domain email, and site currently owned by the Seller;

(v) the goodwill associated with the Business, all free and clear of any security interests, mortgages or other encumbrances.