**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.