

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS 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>
Appsense Holdings Limited		02/10/2011	Limited Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Appsense Limited		
<b>Street Address:</b>	3300 Daresbury Park		
<b>City:</b>	Daresbury, Warrington, Cheshire		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	WA4 4HS		
<b>Entity Type:</b>	Limitd Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77883950	APPSENSE STRATA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(716)849-0349		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	716 856 4000		
<b>Email:</b>	mscordat@hodgsonruss.com		
<b>Correspondent Name:</b>	Kenneth D. Suzan - Hodgson Russ LLP		
<b>Address Line 1:</b>	140 Pearl Street, Suite 100		
<b>Address Line 2:</b>	The Guaranty Building		
<b>Address Line 4:</b>	Buffalo, NEW YORK 14202-4040		
<b>ATTORNEY DOCKET NUMBER:</b>		057625.00000	
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Kenneth D. Suzan- Hodgson Russ LLP		
<b>Address Line 1:</b>	140 Pearl Street, Suite 100		

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**900195091**

**TRADEMARK  
 REEL: 004567 FRAME: 0217**

Address Line 2: The Guaranty Building  
Address Line 4: Buffalo, NEW YORK 14202-4040

NAME OF SUBMITTER:	Kenneth D.Suzan
Signature:	/Kenneth D. Suzan/
Date:	06/22/2011

**Total Attachments: 3**  
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## Assignment – Trade Marks

Dated this 10<sup>th</sup> day of FEBRUARY 2011

### Parties:

- (1) The Assignor: **APPSENSE HOLDINGS LIMITED**  
of 3200 Daresbury Park, Daresbury, Warrington, Cheshire, WA4 4BU, a UK Limited Company, registration number 4624261.
- (2) The Assignee: **APPSENSE LIMITED**  
of 3200 Daresbury Park, Daresbury, Warrington, Cheshire, WA4 4BU, a UK Limited Company, registration number 3673960.

### Recitals :

- (A) The Assignor is the registered proprietor or applicant for registration of the Trade Marks particulars of which are set out in Schedule 1 below ("the Trade Marks").
- (B) The Assignor has agreed to assign the Trade Marks to the Assignee together with the goodwill directly attributable and attaching to and/or associated with the Trade Marks under the terms and conditions below.

### Operative provisions :

#### 1. Assignment

- 1.1 in pursuance of said agreement and in consideration of the sum of £10 (ten pounds) now paid by the Assignee to the Assignor (the receipt whereof the Assignor hereby acknowledges) the Assignor with full title guarantee HEREBY ASSIGNS to the Assignee the Trade Marks and the full and exclusive benefit of the Trade Marks, together with all rights of action, powers and benefits belonging to or accrued to the Trade Marks and together with the goodwill directly attributable and attaching to and/or associated with the Trade Marks in the goods and/or services in respect of which the Trade Marks are registered/applied for to hold the same unto the Assignee absolutely.
- 1.2 The Assignor hereby covenants with the Assignee that it shall at any time hereafter at the direction and expense of the Assignee execute any document or do any act or thing which the Assignee may consider reasonably necessary or desirable to give effect to this assignment and to register the Assignee or any successor in title thereof as proprietor of the Trade Marks.

# Assignment – Trade Marks

## Signatures:

SIGNED by the parties on the date first written above.

*Assignor – Appense Holdings Limited*

Signed for and on behalf of the Assignor  
Director/Company Secretary

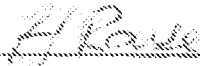


Name

Charles Ingham

*Assignee – Appense Limited*

Signed for and on behalf of the Assignee  
Director/Company Secretary



Name

H. Rowe

# Assignment – Trade Marks

## Schedule 1

Mark	Country	Application No.	Filing Date	Class
APPSENSE	EU	1511120	16/02/2009	9, 37, 42
APPSENSE	GB	2214378	16/11/1999	9
APPSENSE STRATA	EU	8469403	13/08/2009	9, 16, 42
APPSENSE STRATA	US	77/883950	2/12/2009	9, 16, 42