

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pivotal Labs, Inc.		03/09/2012	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	EMC Corporation
Street Address:	176 South Street
City:	Hopkinton
State/Country:	MASSACHUSETTS
Postal Code:	01748
Entity Type:	CORPORATION: MASSACHUSETTS

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Registration Number:	3378168	PIVOTAL LABS
Registration Number:	3463767	PIVOTAL LABS
Registration Number:	3463766	PIVOTAL LABS
Registration Number:	3964907	PIVOTAL TRACKER
Registration Number:	3930780	TWEED

CORRESPONDENCE DATA	
Fax Number:	5082937189
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	508-293-6820
Email:	trademarks@emc.com
Correspondent Name:	John T. Hurley
Address Line 1:	176 South Street
Address Line 4:	Hopkinton, MASSACHUSETTS 01748

ATTORNEY DOCKET NUMBER:	PIVOTAL LABS - ASSIGNMENT
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NAME OF SUBMITTER:	John T. Hurley
Signature:	/John T. Hurley/
Date:	04/25/2012
Total Attachments: 5 source=Pivotal Labs Assignment#page1.tif source=Pivotal Labs Assignment#page2.tif source=Pivotal Labs Assignment#page3.tif source=Pivotal Labs Assignment#page4.tif source=Pivotal Labs Assignment#page5.tif	

ASSIGNMENT OF PATENTS, TRADEMARKS AND DOMAIN NAMES

THIS ASSIGNMENT ("Assignment") is effective as of March 9, 2012, by and between Pivotal Labs, Inc., a California corporation having its principal place of business at 875 Howard Street, Fifth Floor, San Francisco, CA 94103 (hereinafter, together with all subsidiary and affiliate companies which it now or hereafter owns, or controls, the "Company"), and EMC Corporation, a Massachusetts corporation having its principal place of business at 176 South Street, Hopkinton, Massachusetts 01748 ("Buyer").

WHEREAS, Company and Buyer are parties to that certain Stock Purchase Agreement dated as of March 9, 2012 (hereinafter the "Stock Purchase Agreement");

WHEREAS, it is a condition to the consummation of the transactions under the Stock Purchase Agreement that this Assignment be entered into;

WHEREAS, Company owns certain patent applications which are listed on attached Schedule 1 ("Assigned Patents"), certain trademarks which are listed on attached Schedule 2 ("Assigned Trademarks"), and certain domain names which are listed on attached Schedule 3 ("Assigned Domain Names");

WHEREAS, Buyer desires to receive from Company assignments to the Assigned Patents, Assigned Trademarks, and Assigned Domain Names;


NOW THEREFORE, for good and valuable consideration, Company hereby assigns to Buyer, all of (a) Company's entire right, title and interest, including the right to sue for and collect past damages, in and to the Assigned Patents, and any and all divisional applications, continuation applications, continuations-in-part, reissues, reexaminations thereof, and all pending applications therefor, which claim priority from any application from which Assigned Patents are derived, as well as, all foreign counterparts of Assigned Patents; (b) Company's entire right, title and interest, including the right to sue for and collect past damages, in and to the Assigned Trademarks and all goodwill associated therewith; and (c) Company's entire right, title and interest, including the right to sue for and collect past damages, in and to the Assigned Domain Names and all goodwill associated therewith.

Company hereby authorizes the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office, and the empowered officials of all other offices and governments to issue or transfer all said Assigned Patents and Assigned Trademarks to Buyer, as assignee thereof, or otherwise as Buyer may direct.

[Signature Page Follows]

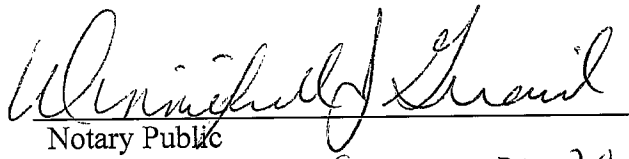
Signed at San Francisco, California, this ^{8, 8th} 9th day of March, 2012

Pivotal Labs, Inc.

By: 
Name: SHOMY ERSKINE
Title: CFO

STATE OF CALIFORNIA)
) ss.
COUNTY OF SAN FRANCISCO)

Subscribed and sworn to before me on this 8th day of March 2012


Notary Public


Commission Expires: August 31, 2015



Schedule 1

Filing Jurisdiction	Application or Patent No.	Filing or Grant Date
USPTO	20080201713	8/21/2008
USPTO	20090217278	8/27/2009

Schedule 2

Trademark	Filing Jurisdiction	Registration/Serial No.
PIVOTAL LABS	USPTO	Registration 3378168 Serial 77199775
PIVOTAL LABS	USPTO	Registration 3463767 Serial 77228478
 PIVOTAL LABS	USPTO	Registration 3463766 Serial 77228462
PIVOTAL TRACKER	USPTO	Registration 3964907 Serial 85050905
TWEED * no longer sold or supported	USPTO	Registration 3930780 Serial 85050909

Schedule 3

Domain Names
www.pivotalabs.com
www.pivotaladventures.co
www.pivotaladventures.com
www.pivotalblabs.com
www.pivotallabs.co
www.pivotallabs.com
pivotalprincipals.com
pivotalsf.com
pivotaltracker.com