

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UBM IP Ireland Limited		08/01/2012	CORPORATION: IRELAND
RECEIVING PARTY DATA			
Name:	UBM IP Luxembourg Sarl		
Street Address:	17 Boulevard Prince Henri		
City:	L-1723		
State/Country:	LUXEMBOURG		
Entity Type:	CORPORATION: LUXEMBOURG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3067603	TECHINSIGHTS	
CORRESPONDENCE DATA			
Fax Number:	2127686800		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(212)768-5367		
Email:	trademarks@snrdenton.com,ian.farias@snrdenton.com		
Correspondent Name:	Monica B. Richman, SNR Denton US LLP		
Address Line 1:	P.O. Box #061080		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	20001431-1564		
DOMESTIC REPRESENTATIVE			
Name:	Monica B. Richman, SNR Denton US LLP		
Address Line 1:	P.O. Box #061080		
Address Line 4:	Chicago, ILLINOIS 60606-1080		

OP \$40.00 3067603

NAME OF SUBMITTER:	Monica B. Richman
Signature:	/monica b. richman/
Date:	08/01/2012
Total Attachments: 2 source=TECHINSIGHTS - Ireland to Lux Assignment#page1.tif source=TECHINSIGHTS - Ireland to Lux Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment Agreement ("Assignment") is by and between UBM IP Ireland Limited, an Ireland corporation, with a place of business at 51 - 54 Pearse Street, Dublin 2, Ireland ("UBM IP Ireland"), and UBM IP Luxembourg Sarl, a Luxembourg corporation, with a place of business at 17 Boulevard Prince Henri, L-1723 Luxembourg ("UBM IP SARL").

WHEREAS, UBM IP Ireland owns USA Trademark Registration No. 3067603 for the mark TECHINSIGHTS in Classes 35, 41 and 42 (the "Trademark");

WHEREAS, UBM IP Ireland desires to transfer all rights, title and interest in and to the Trademark to UBM IP SARL; and

WHEREAS, UBM IP SARL desires to acquire all of UBM IP Ireland's rights, title and interest in and to the Trademark.

NOW, THEREFORE, in consideration of THREE HUNDRED AND NINETY THOUSAND US DOLLARS (US\$390,000), and for other good and valuable consideration, the receipt, adequacy and legal sufficiency of which are hereby acknowledged, and effective as of the last execution date of the Assignment, UBM IP Ireland does hereby irrevocably assign, grant and transfer to UBM IP SARL, its entire worldwide right, title and interest in and to the Trademark, including all common law rights, along with the goodwill of the business symbolized by the Trademark, the same to be held and enjoyed by UBM IP SARL for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by UBM IP Ireland if this assignment had not been made, including the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

Upon UBM IP SARL's request, UBM IP Ireland will promptly take such actions (including, without limitation, the prompt execution and delivery of documents in recordable form or testifying as to any material fact or thing) as may be necessary to vest in and secure unto UBM IP SARL the full right, title and interest in and to the Trademark and to protect and enforce the same.


UBM IP Ireland hereby authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue trademarks, to record this Assignment, and to issue or transfer all said Trademark to UBM IP SARL as owner of all right, title and interest therein, or otherwise as the UBM IP SARL may direct, in accordance with the terms of this Assignment.

UBM IP Ireland represents and warrants that UBM IP Ireland has the full right to convey the entire right, title and interest herein assigned, that there are no rights, title or interests outstanding inconsistent with the rights, title and interests assigned herein, and the UBM IP Ireland will not execute any instrument or grant or transfer any rights, title or interests inconsistent with the rights, title and interests assigned herein.

This Agreement may be executed in counterparts, and facsimile or PDF copies may substitute for original pages.

IN WITNESS WHEREOF, this Assignment has been executed by the parties on the day and year written below.

ASSIGNOR:
UBM IP Ireland Limited

By: 
Name: Angus Sinclair
Title: Company Director
Date: 1st August 2012

ASSIGNEE:
UBM IP Luxembourg Sari

By: 
Name: Paul de Haan
Title: Manager
Date: 1st August 2012

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