

## 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
	Google Inc.		08/21/2012
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Search Inside Yourself Leadership Institute		
Street Address:	218 Cleveland Court		
City:	Mill Valley		
State/Country:	CALIFORNIA		
Postal Code:	94941		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4105623	SEARCH INSIDE YOURSELF
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	tmdocketing@google.com		
Correspondent Name:	Johanna Sistik		
Address Line 1:	1600 Amphitheatre Parkway		
Address Line 4:	Mountain View, CALIFORNIA 94043		
ATTORNEY DOCKET NUMBER:	GT-0363-US-1		
NAME OF SUBMITTER:	Johanna Sistik		
Signature:	/johanna sistek/		
Date:	09/20/2012		
Total Attachments: 3 source=Search Inside Yourself trademark assignment#page1.tif source=Search Inside Yourself trademark assignment#page2.tif source=Search Inside Yourself trademark assignment#page3.tif			

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## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the day last signed below, by and between Google Inc., a Delaware corporation (hereinafter "Google"), having its place of business at 1600 Amphitheatre Parkway, Mountain View, California, 94043, and Search Inside Yourself Leadership Institute (hereinafter "SIYLI"), a California non-profit corporation ("Assignee"), having its place of business at 218 Cleveland Court, Mill Valley, California, 94941.

WHEREAS, Google has adopted and used, and is the owner of all rights, title, and interest to the SEARCH INSIDE YOURSELF trademark ("the SIY Trademark"), including the trademark applications and registrations listed on Schedule A, in connection with educational services and related educational materials;

WHEREAS, Google and SIYLI wish for SIYLI to acquire all rights, title and interest in and to the SIY Trademark, including the goodwill of the business carried on by Google in connection with the SIY Trademark;

WHEREAS, SIYLI wishes to grant Google a license to use the SIY Trademark in connection with ongoing educational services for its employees;

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Google hereby assigns to SIYLI all rights, title and interest in the SIY Trademark worldwide, together with (i) the goodwill symbolized by said SIY Trademarks, (ii) the business or portion of the business to which the SIY Trademark pertains, (iii) all registrations and applications for the SIY Trademark, (iv) all income, royalties, damages and payments in respect of the SIY Trademark, and (v) all causes of action and the right to sue, counterclaim and recover for infringement of the SIY Trademark.

In exchange, SIYLI hereby grants Google a license to continue to use the SIY Trademark in connection with offering, promoting, and describing the SIY educational services to its employees and in public announcements about the courses, and SIYLI agrees to provide cost-free materials to Google for the SIY classes in the latest version as currently offered by SIYLI.

As Licensee, Google agrees that the educational services it offers will be of the same or better quality of the courses that were provided in the past in connection with the SIY Trademark, using the current materials provided by SIYLI.

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Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred.

Google Inc.

X Johanna S. Sisteck

JOHANNA SISTEK, TRADEMARK COUNSEL

Printed Name and Title

Date: 8/21/12

Search Inside Yourself Leadership Institute

By: Marc Lesser

Marc Lesser, Chief Executive Officer

Date: 8/21/12

## SCHEDULE A

Trademarks:

SEARCH INSIDE YOURSELF

Applications and Registrations:

COUNTRY	TRADEMARK	STATUS	CLASS	APPLICATION NO.	APPLICATION DATE	REGISTRATION NO.
Australia	SEARCH INSIDE YOURSELF	Registered	41	1101870	Dec-7-2011	1468109
China	SEARCH INSIDE YOURSELF	Pending	41	1101870	Dec-7-2011	
CTM	SEARCH INSIDE YOURSELF	Pending	41	1101870	Dec-7-2011	
Japan	SEARCH INSIDE YOURSELF	Pending	41	1101870	Dec-7-2011	
New Zealand	SEARCH INSIDE YOURSELF	Registered	41	853649	Dec-8-2011	853649
Republic of Korea (South)	SEARCH INSIDE YOURSELF	Pending	41	A0027474	Dec-7-2011	
Russian Federation	SEARCH INSIDE YOURSELF	Pending	41	1101870	Dec-7-2011	
United States of America	SEARCH INSIDE YOURSELF	Registered	41	85378859	Jul-22-2011	4105623
WIPO	SEARCH INSIDE YOURSELF	Registered	41	1101870	Dec-7-2011	1101870