

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
AMR IP I, LLC		12/21/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Symplicity Corporation		
Street Address:	1560 Wilson Blvd.		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22209		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4144338	KLIQ	
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>			
Phone:	202.624.2500		
Email:	wsauers@crowell.com		
Correspondent Name:	Crowell & Moring LLP		
Address Line 1:	1001 Pennsylvania Ave., NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	SYMPPLICITY-KLIQ ASSIGNMEN		
NAME OF SUBMITTER:	William J. Sauers		
Signature:	/William J. Sauers/		

Date:

12/23/2012

Total Attachments: 3

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EXHIBIT A
TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this "Assignment") is made and entered December __, 2012 (the "Effective Date"), among AMR IP I, LLC, a Delaware limited liability company ("Assignor"), and Symplicity Corporation, a Delaware corporation ("Assignee").

RECITALS

A. Assignor is the owner (by assignment) of U.S. Trademark Reg. No. 4,144,338 for the mark KLIQ, registered on May 15, 2012 ("Transferred Trademark"). The application for the Transferred Trademark was filed as an intent-to-use application on February 22, 2011 by Johnson Management Group, Inc. and was assigned, together with the ongoing and existing portion of Johnson Management Group, Inc.'s business to which the Transferred Trademark pertains and all goodwill associated therewith, to Assignor on December 2, 2011.

B. A Statement to Allege Use was filed by Assignor on December 21, 2011 and accepted by the United States Patent and Trademark Office on April 12, 2012. The registration issued on May 15, 2012.

NOW, THEREFORE, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee all of Assignor's right, title and interest in and to the Transferred Trademark, together with the goodwill associated therewith and which is symbolized thereby, and Assignee hereby accepts such assignment, transfer and conveyance. Assignor further assigns, transfers and conveys to Assignee all rights, if any and subject to any license agreement or other contract with a third party, of Assignor to bring an action, whether at law or in equity, against any third party for infringement or other misuse of the Transferred Trademark, including, without limitation, all common law rights with respect thereto, the right to bring an action for past, present and future infringement, dilution, or other misappropriation, or misuse, and all rights to recover damages, profits and injunctive relief for infringement, dilution, or other misappropriation, or misuse, and Assignee hereby accepts such assignment, transfer and conveyance.

2. Successors and Assigns. All of the terms and provisions of this Assignment shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

3. No Third-Party Beneficiaries. This Assignment is for the sole benefit of the parties hereto and their successors and assigns, and nothing herein expressed or implied shall give or be construed to give to any Person, other than the parties hereto and such successors and assigns, any legal or equitable rights, remedy or claim hereunder.


4. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of Delaware, without regard to its principles of conflicts of laws.

5. Counterparts. This Assignment may be signed in any number of counterparts, each of which shall be an original, with the same effect as if the signatures thereto and hereto were upon the same instrument.


6. Headings. The headings contained in this Assignment are for reference purposes only and shall not affect in any way the meaning or interpretation of this Assignment.

IN WITNESS WHEREOF, each Party has caused this Agreement to be executed by such Party's respective officers thereunto duly authorized, all as of the date first above written.

AMR IP I, LLC

By: 
Name: _____
Title: _____

SYMPPLICITY CORPORATION

By: 
Name: _____
Title: *President*

[Signature Page to Trademark Assignment Agreement]