

## 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
Loyalty Lab LLC		01/17/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	TIBCO Software Inc.		
Street Address:	3303 Hillview Avenue		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94304		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3391919	LOYALTY LAB	
CORRESPONDENCE DATA			
Fax Number:	8586785099		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(858) 678-5099		
Email:	tmdoctc@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	16231-0275001		
NAME OF SUBMITTER:	Lisa M. Martens		
Signature:	/lisa m martens/		

Date:

01/30/2013

Total Attachments: 2

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## CONFIRMATORY ASSIGNMENT

THIS CONFIRMATORY ASSIGNMENT is made effective, *nunc pro tunc*, as of January 27, 2012, which is the Effective Date of the Assignment and Assumption Agreement between TIBCO Software, Inc., a Delaware corporation and Loyalty Lab LLC, a Delaware limited liability company.

WHEREAS, Loyalty Lab LLC, a limited liability company organized and existing under the laws of the state of Delaware, having a place of business at 575 Market Street, 14<sup>th</sup> Floor, San Francisco, CA 94105 ("Assignor") has adopted, used, is using and or intends to use and has applied to register the mark identified as United States Registration No. 3,391,919 for the mark LOYALTY LAB (herein referred to as the "Mark") in the U.S. and worldwide.

WHEREAS, TIBCO Software Inc., a corporation organized and existing under the laws of the state of Delaware, having a place of business at 3303 Hillview Avenue, Palo Alto, California, 94304, ("Assignee"), desires to acquire the Mark together with the good will of the business.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer unto Assignee, its successors and assigns all right, title and interest in and to the Mark together with the good will of the business symbolized by the Mark, including any registrations that may have issued or applications that are pending in Assignor's name for the Mark. Assignor further sells, assigns and transfers unto Assignee its entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Mark.

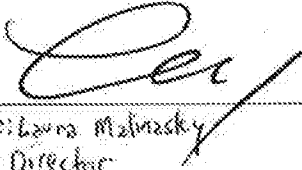
Assignor covenants that it or its representatives will, upon request, and at the expense of Assignee, do all other lawful acts necessary to enable Assignee to obtain, maintain, and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

IN WITNESS WHEREOF, said Assignor, has executed and delivered this instrument as of the date written below.

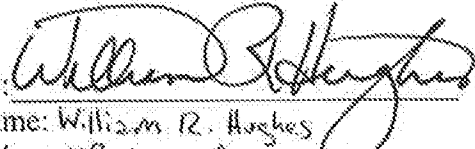
LOYALTY LAB LLC

Date: January 17, 2013

By:   
Name: Laura Malinsky  
Title: Director

TIBCO SOFTWARE INC.

Date: January 17, 2013

By:   
Name: William R. Hughes  
Title: VP, General Counsel & Secretary

