

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
EMC Corporation		04/10/2013	CORPORATION: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	GoPivotal, Inc.
Street Address:	1900 S. Norfolk Street
City:	San Mateo
State/Country:	CALIFORNIA
Postal Code:	94403
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	78760320	BIZGRES
Serial Number:	77426264	CRITICAL MASS INTELLIGENCE
Serial Number:	85857960	GOPIVOTAL
Serial Number:	78635498	GREENPLUM
Serial Number:	85529763	GREENPLUM
Serial Number:	85857971	PIVOTAL
Serial Number:	77199775	PIVOTAL LABS
Serial Number:	77228462	PIVOTAL LABS
Serial Number:	77228478	PIVOTAL LABS
Serial Number:	85050905	PIVOTAL TRACKER
Serial Number:	85050909	TWEED

CORRESPONDENCE DATA

Fax Number:	5082937189
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CH \$290.00 78760320

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

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:	GOPIVOTAL ASSIGNMENT
NAME OF SUBMITTER:	Mary-Jane Shorts
Signature:	/Mary-Jane Shorts/
Date:	04/12/2013

Total Attachments: 10

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ASSIGNMENT OF PATENTS, TRADEMARKS AND COPYRIGHTS

THIS ASSIGNMENT ("IP Assignment") is made and entered into as of April 10, 2013 (the "Effective Date"), by and among (a) GoPivotal, Inc. a corporation organized and existing under the laws of Delaware (the "Company"), and (b) EMC Corporation, a corporation organized and existing under the laws of the Commonwealth of Massachusetts (the "Assignor"). Each of the foregoing is referred to as a "Party" and together as the "Parties.". Certain capitalized terms used but not defined in this Agreement have the meanings set forth in the IP Agreement.

WHEREAS, the Company, Assignor and EMC Corporation, a corporation organized and existing under the laws of the Commonwealth of Massachusetts ("EMC"), or their respective Affiliates, are parties to that certain certain Contribution Agreement dated as of April 1, 2013 (the "Contribution Agreement") and that certain Intellectual Property Agreement dated as of April 1, 2013 (the "IP Agreement"), and pursuant to the terms and conditions of the IP Agreement, the Parties are entering into this IP Assignment;

WHEREAS, the Assignor owns certain patents and patent applications which are listed on attached Schedule 1 ("Assigned Patents"), certain registrations and applications of trademarks and service marks which are listed on attached Schedule 2 ("Assigned Trademarks"), certain Internet domain name registrations which are listed on attached Schedule 3 ("Assigned Domain Names"), and certain copyright registrations which are listed on attached Schedule 4 ("Assigned Copyrights" and together with the Assigned Patents, Assigned Trademarks and Assigned Domain Names, the "Assigned IP");

WHEREAS, in accordance with and subject to the terms and conditions of this Agreement, (a) Assignor desires to assign to the Company the Assigned IP, and (b) the Company desires to receive such assignment;

NOW THEREFORE, in consideration of the foregoing and the mutual agreements, provisions and covenants contained in this IP Assignment, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the applicable Assignor hereby assigns to the Company, all of its right, title and interest in and to each item of Assigned IP owned by such Assignor, including such goodwill associated therewith, in each case solely to the extent set forth in the IP Agreement.

The applicable Assignor hereby authorizes the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office, the applicable empowered official of the United States Copyright Office, and the empowered officials of any other applicable offices and governments, and the applicable domain name registrars, to issue or transfer each item of Assigned IP owned by such Assignor to the Company, as assignee thereof.

The Company and Assignor hereby acknowledge and agree that this IP Assignment is being entered into solely to effect the transactions contemplated in, and is subject in all respects to, the IP Agreement and Contribution Agreement, and this IP Assignment does not and shall not limit, expand or otherwise alter any right, obligation or liability under the IP Agreement or

Contribution Agreement. To the extent of any conflict between the terms and conditions of this IP Assignment and those of the IP Agreement or Contribution Agreement, the terms and conditions of the IP Agreement or Contribution Agreement, as applicable, shall control.

[Signature Page Follows]

IN WITNESS WHEREOF, the Parties have caused this IP Assignment to be duly executed as of the day and year first above written.

Signed at _____, Massachusetts, this _____ day of _____.

EMC CORPORATION

GOPIVOTAL, INC.

By: *[Signature]*
Paul T. Dacier

By: _____

Title: Executive Vice President
and General Counsel

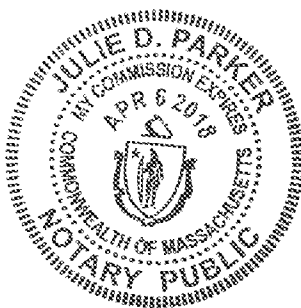
Title: _____

Date: April 5, 2013

Date: _____

STATE OF Massachusetts)
) ss.
COUNTY OF Middlesex)

Subscribed and sworn to before me on this 5th day of April, 2013.



Julie D. Parker
Notary Public
Commission Expires: 4/6/2018

IN WITNESS WHEREOF, the Parties have caused this IP Assignment to be duly executed as of the day and year first above written.

Signed at Hopkinton, Massachusetts, this 10th day of April, 2013.

EMC CORPORATION

GOPIVOTAL, INC.

By: _____
Paul T. Dacier

By: Andrew M. Cohen
Andrew M. Cohen

Title: Executive Vice President
and General Counsel

Title: Vice President and
General Counsel

Date: _____

Date: Apr. 10, 2013

STATE OF MASSACHUSETTS)
)
COUNTY OF Middlesex) ss.

Subscribed and sworn to before me on this 10th day of April, 2013.



Julie D. Parker
Notary Public
Commission Expires: 4/6/2018

SCHEDULE 2: ASSIGNED TRADEMARKS

Trademark	Case Number/Subcase Country Name	Status Classes)	Application Number/Date	Registration Number/Date
GREENPLUM	GREENPLUM-019/ Australia	Pending 09 Int., 42 Int.	1515095 19-Sep-2012	
GREENPLUM	GREENPLUM-005/ Austria	Pending 09 Int., 42 Int.	011197951 19-Sep-2012	
GREENPLUM	GREENPLUM-005/ Benelux	Pending 09 Int., 42 Int.	011197951 19-Sep-2012	
GREENPLUM	GREENPLUM-013/ Brazil	Pending 09 Int.	840277636 25-Sep-2012	
GREENPLUM	GREENPLUM-014/ Brazil	Pending 42 Int.	840277601 25-Sep-2012	
GREENPLUM	GREENPLUM-005/ Bulgaria	Pending 09 Int., 42 Int.	011197951 19-Sep-2012	
GREENPLUM	GREENPLUM-021/ Canada	Pending 09 Int., 42 Int.	1600201 24-Oct-2012	
GREENPLUM	GREENPLUM-003/ China (People's Republic)	Pending 09 Int.	7313899 09-Apr-2009	
GREENPLUM	GREENPLUM-003/A China (People's Republic)	Registered 42 Int.	7313949 09-Apr-2009	7313949 21-Dec-2010
GREENPLUM	GREENPLUM-005/ Cyprus, Republic of	Pending 09 Int., 42 Int.	011197951 19-Sep-2012	
GREENPLUM	GREENPLUM-005/ Czech Republic	Pending 09 Int., 42 Int.	011197951 19-Sep-2012	
GREENPLUM	GREENPLUM-005/ Denmark	Pending 09 Int., 42 Int.	011197951 19-Sep-2012	
GREENPLUM	GREENPLUM-005/ Estonia	Pending 09 Int., 42 Int.	011197951 19-Sep-2012	
GREENPLUM	GREENPLUM-005/ European Community	Pending 09 Int., 42 Int.	011197951 19-Sep-2012	

GREENPLUM	GREENPLUM-005/ Finland	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-005/ France	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-005/ Germany	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-005/ Greece	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-007/ Hong Kong	Pending 09 Int., 42 Int.	302382895 18-Sep-2012
GREENPLUM	GREENPLUM-005/ Hungary	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-020/ India	Pending 09 Int., 42 Int.	2417280 25-Oct-2012
GREENPLUM	GREENPLUM-005/ Ireland	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-005/ Italy	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-008/ Japan	Pending 09 Int., 42 Int.	2012-75676 18-Sep-2012
GREENPLUM	GREENPLUM-011/ Korea, Republic of	Pending 09 Int., 42 Int.	4823/2012 20-Sep-2012
GREENPLUM	GREENPLUM-005/ Latvia	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-005/ Lithuania	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-005/ Malta	Pending 09 Int., 42 Int.	011197951 19-Sep-2012
GREENPLUM	GREENPLUM-015/ Mexico	Pending 09 Int.	1313878 02-Oct-2012
GREENPLUM	GREENPLUM-016/ Mexico	Pending 42 Int.	1313879 02-Oct-2012

GREENPLUM	GREENPLUM-009/	Published	965713	
	New Zealand	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-012/	Registered	201209916	268432
	Norway	09 Int., 42 Int.	19-Sep-2012	23-Nov-2012
GREENPLUM	GREENPLUM-005/	Pending	011197951	
	Poland	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-005/	Pending	011197951	
	Portugal	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-005/	Pending	011197951	
	Romania	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-006/	Pending	2012732651	
	Russian Federation	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-005/	Pending	011197951	
	Slovakia	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-005/	Pending	011197951	
	Slovenia	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-017/	Pending	2012/25446	
	South Africa	09 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-018/	Pending	2012/25447	
	South Africa	42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-005/	Pending	011197951	
	Spain	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-005/	Pending	011197951	
	Sweden	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-010/	Pending	101053458	
	Taiwan	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-005/	Pending	011197951	
	United Kingdom	09 Int., 42 Int.	19-Sep-2012	
GREENPLUM	GREENPLUM-003/	Registered	78635498	3103675
	United States of America	09 Int.	23-May-2005	13-Jun-2006
GREENPLUM	GREENPLUM-003/a	Published	85529763	
	United States of America	09 Int.	31-Jan-2012	

BIZGRES	GREENPLUM-001/ United States of America	Registered (TBA) 09 Int.	78760320 23-Nov-2005	3158418 17-Oct-2006
CRITICAL MASS	GREENPLUM-004/ United States of America	Registered 09 Int.	77426264 19-Mar-2008	3516218 14-Oct-2008
PIVOTAL LABS	PIVOTAL LABS-001/ United States of America	Registered 09 Int., 41 Int., 42 Int.	77199775 06-Jun-2007	3378168 05-Feb-2008
PIVOTAL LABS (STARBURST)	PIVOTAL LABS-003/ United States of America	Registered 09 Int., 41 Int., 42 Int.	77228462 12-Jul-2007	3463766 08-Jul-2008
PIVOTAL LABS (STYLIZED)	PIVOTAL LABS-002/ United States of America	Registered 09 Int., 41 Int., 42 Int.	77228478 12-Jul-2007	3463767 08-Jul-2008
PIVOTAL TRACKER	PIVOTAL LABS-004/ United States of America	Registered 09 Int., 41 Int., 42 Int.	85050905 29-May-2010	3964907 24-May-2011
TWEED	PIVOTAL LABS-005/ United States of America	Abandoned 09 Int.	85050909 29-May-2010	3930780 15-Mar-2011
PIVOTAL	PIVOTAL LABS-018/ Argentina	Pending 09 Int.	3228437 26-Feb-2013	
PIVOTAL	PIVOTAL LABS-019/ Argentina	Pending 42 Int.	3228438 26-Feb-2013	
PIVOTAL	PIVOTAL LABS-029/ Australia	Pending 09 Int., 42 Int.	1542915 25-Feb-2013	
PIVOTAL	PIVOTAL LABS-038/ Brazil	Pending 09 Int.	840442726 06-Mar-2013	
PIVOTAL	PIVOTAL LABS-039/ Brazil	Pending 42 Int.	840442700 06-Mar-2013	
PIVOTAL	PIVOTAL LABS-035/ Canada	Pending 09 Int., 42 Int.	1615866 22-Feb-2013	
PIVOTAL	PIVOTAL LABS-014/ China (People's Republic)	Unfiled 09 Int., 42 Int.		
PIVOTAL	PIVOTAL LABS-013/ European Community	Pending 09 Int., 42 Int.	011601242 25-Feb-2013	
PIVOTAL	PIVOTAL LABS-010/ Japan	Pending 09 Int., 42 Int.	2013-12728 25-Feb-2013	

PIVOTAL	PIVOTAL LABS-041/ Korea, Republic of	Pending 09 Int., 42 Int.	13182013 11-Mar-2013
PIVOTAL	PIVOTAL LABS-026/ Mexico	Pending 09 Int.	1354446 05-Mar-2013
PIVOTAL	PIVOTAL LABS-027/ Mexico	Pending 42 Int.	1354444 05-Mar-2013
PIVOTAL	PIVOTAL LABS-021/ New Zealand	Pending 09 Int., 42 Int.	973261 25-Feb-2013
PIVOTAL	PIVOTAL LABS-043/ Norway	Pending 09 Int., 42 Int.	201302524 25-Feb-2013
PIVOTAL	PIVOTAL LABS-009/ Russian Federation	Pending 09 Int., 42 Int.	2013705786 25-Feb-2013
PIVOTAL	PIVOTAL LABS-032/ South Africa	Pending 09 Int.	201304755 25-Feb-2013
PIVOTAL	PIVOTAL LABS-033/ South Africa	Pending 42 Int.	201304756 25-Feb-2013
PIVOTAL	PIVOTAL LABS-022/ Taiwan	Pending 09 Int., 42 Int.	102009819 23-Feb-2013
PIVOTAL	PIVOTAL LABS-006/ United States of America	Pending 09 Int., 42 Int.	85857971 22-Feb-2013
GOPIVOTAL	PIVOTAL LABS-016/ Argentina	Pending 09 Int.	3228435 26-Feb-2013
GOPIVOTAL	PIVOTAL LABS-017/ Argentina	Pending 42 Int.	3228436 26-Feb-2013
GOPIVOTAL	PIVOTAL LABS-028/ Australia	Pending 09 Int., 42 Int.	1542917 25-Feb-2013
GOPIVOTAL	PIVOTAL LABS-036/ Brazil	Pending 09 Int.	840442734 06-Mar-2013
GOPIVOTAL	PIVOTAL LABS-037/ Brazil	Pending 42 Int.	840442718 06-Mar-2013
GOPIVOTAL	PIVOTAL LABS-034/ Canada	Pending 09 Int., 42 Int.	1615867 22-Feb-2013

GOPIVOTAL	PIVOTAL LABS-015/	Unfiled	
	China (People's Republic)	09 Int., 42 Int.	
GOPIVOTAL	PIVOTAL LABS-012/	Pending	011601135
	European Community	09 Int., 42 Int.	25-Feb-2013
GOPIVOTAL	PIVOTAL LABS-044/	Pending	2487710
	India	09 Int., 42 Int.	01-Mar-2013
GOPIVOTAL	PIVOTAL LABS-011/	Pending	2013-12727
	Japan	09 Int., 42 Int.	25-Feb-2013
GOPIVOTAL	PIVOTAL LABS-040/	Pending	13172013
	Korea, Republic of	09 Int., 42 Int.	11-Mar-2013
GOPIVOTAL	PIVOTAL LABS-024/	Pending	1354447
	Mexico	09 Int.	05-Mar-2013
GOPIVOTAL	PIVOTAL LABS-025/	Pending	1354448
	Mexico	42 Int.	05-Mar-2013
GOPIVOTAL	PIVOTAL LABS-020/	Pending	973262
	New Zealand	09 Int., 42 Int.	25-Feb-2013
GOPIVOTAL	PIVOTAL LABS-042/	Pending	201302522
	Norway	09 Int., 42 Int.	25-Feb-2013
GOPIVOTAL	PIVOTAL LABS-008/	Pending	2013705785
	Russian Federation	09 Int., 42 Int.	25-Feb-2013
GOPIVOTAL	PIVOTAL LABS-029/	Pending	201304753
	South Africa	09 Int.	25-Feb-2013
GOPIVOTAL	PIVOTAL LABS-031/	Pending	201304754
	South Africa	42 Int.	25-Feb-2013
GOPIVOTAL	PIVOTAL LABS-023/	Pending	102009820
	Taiwan	09 Int., 42 Int.	23-Feb-2013
GOPIVOTAL	PIVOTAL LABS-046/	Pending	201320461
	Turkey	09 Int., 42 Int.	06-Mar-2013
GOPIVOTAL	PIVOTAL LABS-007/	Pending	85857960
	United States of America	09 Int., 42 Int.	22-Feb-2013