

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
SENSOMATIX LTD		05/29/2013	CORPORATION: ISRAEL
RECEIVING PARTY DATA			
Name:	INSURANCE SERVICES OFFICE, INC.		
Street Address:	545 Washington Boulevard		
City:	Jersey City		
State/Country:	NEW JERSEY		
Postal Code:	07310		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4047353	SAFETY SCORING	
Registration Number:	4007936	SENSOMATIX	
Registration Number:	4004246	DRIVING DNA	
CORRESPONDENCE DATA			
Fax Number:	9736247070		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	973-622-4444		
Email:	rsmith@mccarter.com, kknoll@mccarter.com		
Correspondent Name:	Robert W. Smith, Esq.		
Address Line 1:	McCarter & English, LLP		
Address Line 2:	100 Mulberry Street, 4 Gateway Center		
Address Line 4:	Newark, NEW JERSEY 07102		
ATTORNEY DOCKET NUMBER:	97171-00176		
NAME OF SUBMITTER:	Robert W. Smith		

CH \$90.00 4047353

Signature:	/Robert W. Smith/
Date:	05/30/2013
Total Attachments: 4 source=Sensomatix Ltd. to Insurance Services Office, Inc. Trademark Assignment Final Execution#page1.tif source=Sensomatix Ltd. to Insurance Services Office, Inc. Trademark Assignment Final Execution#page2.tif source=Sensomatix Ltd. to Insurance Services Office, Inc. Trademark Assignment Final Execution#page3.tif source=Sensomatix Ltd. to Insurance Services Office, Inc. Trademark Assignment Final Execution#page4.tif	

ASSIGNMENT OF TRADEMARKS

Dated May 29, 2013

BE IT KNOWN BY THESE PRESENTS THAT:

WHEREAS, **SENSOMATIX LTD.**, a company formed under the laws of Israel, having a principal place of business at 33 Hayetzira Street, Ramat Gan, Israel 52521 (the "**Assignor**") owns the trademarks, service marks, tradenames, logos and trade dress set forth on **Schedule A** attached hereto (the "**Marks**"); and

WHEREAS, **INSURANCE SERVICES OFFICE, INC.**, a corporation organized under the laws of the State of Delaware, having a place of business at 545 Washington Boulevard, Jersey City, New Jersey 07310-1686 (the "**Assignee**") is desirous of acquiring all of the Assignor's right, title and interest in and to the Marks and any registrations and applications therefor in the United States and foreign countries, together with all of the goodwill of the business associated with the use of and symbolized by the Marks;

NOW, THEREFORE, in consideration of the Purchase Price and for other good and valuable consideration as more particularly described in an Asset Purchase Agreement, dated May 29, 2013 (the "**Purchase Agreement**"), entered into, *inter alia*, by the Assignor and the Assignee (none of the provisions of which shall be deemed to be modified, limited or amended hereby), the receipt and sufficiency of which the Assignor hereby acknowledges, the Assignor does hereby sell, assign and transfer unto the Assignee, its successors and assigns, its entire right, title and interest in and to (i) the Marks together with the goodwill of the business associated therewith, and any United States and foreign registrations and applications therefor and (ii) all rights of Assignor with respect to all other tradenames, trademarks, service marks, logos and trade dress used in connection with the business, together with all of the Assignor's goodwill of the business associated with the use of and symbolized by the foregoing along with all claims for damages by reason of past, present, and future infringement of the rights assigned under this Assignment, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, and other legal representatives, as fully and entirely as if the same would have been held and enjoyed by the Assignor if this transfer to the Assignee had not been made;

AND the Assignor, for the considerations aforesaid, hereby covenants and agrees to and with the Assignee, its successors and assigns, that the Assignor, its successors and assigns, shall and will do all lawful acts and things and make, execute (which execution will not be at Assignee's expense) and deliver, at the expense of the Assignee, any and all other instruments in writing, further applications, any necessary powers of attorney, papers, affidavits, assignments, and other documents which may reasonably be required or necessary to secure and vest in the Assignee, its successors and assigns, the Assignor's entire right, title and interest in and to the Marks and/or all of the rights, titles, benefits, privileges, and advantages hereby sold, assigned, transferred and conveyed;

AND the representations, warranties, covenants and agreements contained in the Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to


the full extent provided therein.

This instrument and all of its terms shall inure to the benefit of and shall bind the Assignor and the Assignee and their respective successors and assigns.

[Signature page follows.]

IN WITNESS WHEREOF, the Assignor has caused this Assignment of Trademarks to be executed and delivered by its officer thereunto duly authorized.

SENSOMATIX LTD.

By 
Name: SAMUEL PARROT
Title: CHAIRMAN OF THE BOARD OF DIRECTORS

[Signature page to Assignment of Trademarks]

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS:

1. US Registered Trademark "Safety Scoring" with applicable logo, Reg. No. 4047353
2. US Registered Trademark "Driving DNA" with applicable logo, Reg. No. 4004246
3. US Registered Trademark "Sensomatix", Reg. No. 4007936

PENDING U.S. TRADEMARK APPLICATIONS:

N/A

COMMON LAW TRADEMARKS, TRADENAMES, SERVICE MARKS:

1. Unregistered Trademark "Safety Scoring"
2. Unregistered Trademark "Driving DNA"
3. Unregistered Trademark "Sensomatix"

LOGOS:

1. "Sensomatix" logo
2. "Safety Scoring" logo
3. "Driving DNA" logo