

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Proximetry, Inc.		08/02/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ViewSonic Corporation		
Street Address:	381 Brea Canyon Road		
City:	Walnut		
State/Country:	CALIFORNIA		
Postal Code:	91789		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85194739	AIRSYNC	
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:	602-904-5402		
Email:	LLetham@LethamLF.com		
Correspondent Name:	D. Lawrence Letham		
Address Line 1:	914 N. Tucana Lane		
Address Line 4:	Gilbert, ARIZONA 85234		
ATTORNEY DOCKET NUMBER:	0907.012.100		
NAME OF SUBMITTER:	D. Lawrence Letham		
Signature:	/D. Lawrence Letham/		
Date:	09/04/2013		
Total Attachments: 1 source=assignment_01_signed-ja#page1.tif			

OP \$40.00 85194739

ASSIGNMENT OF TRADEMARK APPLICATION

This ASSIGNMENT, effective as of August 2, 2013, between Proximetry, Inc. (“Proximetry”), a Delaware corporation with offices at 909 W. Laurel Street, Suite 200, San Diego, CA 92101 and ViewSonic Corporation (“ViewSonic”), an Delaware corporation, with offices at 381 Brea Canyon Road, Walnut, CA 91789;

WHEREAS, ViewSonic received U.S. trademark registration no. 2,817,986 (“ViewSonic Registration”) on February 24, 2004 for the mark AIRSYNC (“Mark”);

WHEREAS, ViewSonic and Proximetry entered into a license Agreement on August 29, 2005 in which ViewSonic granted Proximetry the right to use the AIRSYNC mark on Proximetry’s AirSync Software;

WHEREAS, the ViewSonic Registration was cancelled on February 25, 2010 for failure to pay required fees to the United States Patent and Trademark Office (“USPTO”);

WHEREAS, Proximetry filed, on behalf of ViewSonic, U.S. trademark application serial no. 85/194,739 (“Proximetry Application”) for the mark AIRSYNC on December 9, 2010, which is now pending before the USPTO;

NOW THEREFORE, for and in consideration of the promises and mutual covenants herein contained, the parties agree as follows:


Proximetry hereby assigns and transfers to ViewSonic all right, title and interest in the Proximetry Application including all registration rights with respect to the Proximetry Application, all goodwill, and all other rights in and to the Mark.

This ASSIGNMENT was negotiated and executed voluntarily and is not the result of duress, fraud, undue influence or threat of any kind. The parties had the opportunity to read and consider this ASSIGNMENT, to consult with counsel, and fully understand this ASSIGNMENT.

The signatory to this ASSIGNMENT warrants and acknowledges that he is authorized to execute this ASSIGNMENT on behalf of Proximetry.

IN WITNESS WHEREOF, Proximetry has executed this ASSIGNMENT by signing below on the date provided thereon.

Proximetry, Inc. (Proximetry)

Printed Name: James R. Arnett
Signature: 
Position: CFO
Date: August 14, 2013