

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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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 |
| Fiserv, Inc. | | 12/12/2013 | CORPORATION: WISCONSIN |
| RECEIVING PARTY DATA | | | |
| Name: | Fido Alliance, Inc. | | |
| Street Address: | 4151 Middlefield Road, Suite 200 | | |
| City: | Palo Alto | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94303 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3328387 | FIDO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8324462424 | | |
| | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | 9324462403 | | |
| Email: | WCTrademark@Counselip.com | | |
| Correspondent Name: | John C. Cain | | |
| Address Line 1: | 20333 SH 249, Suite 600 | | |
| Address Line 4: | Houston, TEXAS 77070 | | |
| ATTORNEY DOCKET NUMBER: | 1211-0012US | | |
| NAME OF SUBMITTER: | John C. Cain | | |
| Signature: | /John C. Cain/ | | |
| Date: | 01/02/2014 | | |
| Total Attachments: 1 source=Trademark Assignment (12-12-2013)#page1.tif | | | |

OP \$40.00 3328387

TRADEMARK ASSIGNMENT

WHEREAS, Fiserv, Inc., a Wisconsin Corporation (hereinafter "Fiserv") having its principal place of business at 255 Fiserv Drive, Brookfield, Wisconsin, 53045, has adopted, used, is using and is the owner of the following mark (hereinafter referred to as the "Trademark") for which the following United States trademark registration has been obtained:

| <u>Mark</u> | <u>Registration No.</u> | <u>Registration Date</u> |
|-------------|-------------------------|--------------------------|
| FIDO | 3,328,387 | November 6, 2007 |

WHEREAS, Fido Alliance, Inc., a California corporation having its principal place of business at 4151 Middlefield Road, Suite 200, Palo Alto, California, 94303 (hereinafter "FIDO Alliance"), is desirous of acquiring all right, title and interest in and to the Trademark, including any choses in action relating to said Trademark, together with the goodwill of the business symbolized by the Trademark and the registration thereof set forth above as the successor to the portion of the business of the Assignor to which the Trademark pertains; and

WHEREAS, it is desired that the assignment of the Trademark Registration listed above be made a matter of record in the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Fiserv hereby sells, assigns, transfers and conveys unto FIDO Alliance all of its right, title and interest in and to the aforesaid Trademark, including any choses in action relating to said Trademark, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said trademark rights accruing on or before the date of this Assignment, together with the goodwill of the business symbolized by the Trademark, and including the registration thereof as set forth above, and further, Fiserv hereby covenants, agrees and undertakes to execute, whenever requested by FIDO Alliance, all applications, assignments, lawful oaths and any other papers which FIDO Alliance may deem necessary or desirable for securing to FIDO Alliance or for maintaining for FIDO Alliance the Trademark hereby assigned, all without further compensation to Fiserv.

FISERV, INC.

By: Amy L Vandamme
Name: Amy L. Vandamme
Title: Asst. Secretary

Date: 12/12/13