

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM298501

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kno, Inc.		03/18/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Intel Corporation		
Street Address:	2200 Mission College Boulevard		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Serial Number:	85697624	KNO ME	
Serial Number:	85420799	RETHINK LEARNING	
Serial Number:	85420796	RETHINK LEARNING	
Serial Number:	85237275	#1 IN SOCIAL LEARNING	
Serial Number:	85862178	KNO	
Registration Number:	4045949	KNO	
Registration Number:	4045950	KNO	
Registration Number:	4045951	KNO	
Registration Number:	4094236	KNOWLEDGE NOW	
Registration Number:	4147151	KNOWLEDGE NOW	
Registration Number:	4094235	KNOWLEDGE NOW	
Registration Number:	4200181	TABLET TEXTBOOK	
CORRESPONDENCE DATA			
Fax Number:	4099961145		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	408-414-7330		
Email:	inteldocket@novakdruce.com		
Correspondent Name:	Katherine M. Basile		
Address Line 1:	Novak Druce Connolly Bove + Quigg LLP		

TRADEMARK

Address Line 2:	21771 Stevens Creek Blvd., Suite 100
Address Line 4:	Cupertino, CALIFORNIA 95014

NAME OF SUBMITTER:	Beth Craig
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SIGNATURE:	/Beth Craig/
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DATE SIGNED:	03/18/2014
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Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment from **Kno, Inc.**, a Delaware corporation with a principal place of business at 5155 Old Ironsides Drive, Santa Clara, California 95054 ("Assignor") to **Intel Corporation**, a Delaware corporation with a principal place of business at 2200 Mission College Boulevard, Santa Clara, California 95054 ("Assignee") (collectively "Parties") is effective as of November 8, 2013.

Background

Assignor is the owner of the trademarks, trademark applications, and trademark registrations set forth on Exhibit A (the "Trademarks").

Assignor and Assignee are parties to that certain Agreement and Plan of Merger dated November 6, 2013 (the "Merger").

In the Merger, Assignee purchased from Assignor (i) that portion of the Assignor's ongoing and existing business that pertains to the intent-to-use trademarks, and (ii) all of Assignor's right, title and interest in and to the Trademarks and any and all goodwill of the business symbolized by the Trademarks.

Assignee is successor to the ongoing and existing business of the applicant to which the intent-to-use trademarks pertain, in accordance with Section 10 of the Trademark Act, 15 U.S.C. §1060; 37 C.F.R. §3.16.

Assignment

For consideration set forth in the Merger, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and according to the Merger, the Parties agree as follows:

From the closing date of the Merger, November 8, 2013, Assignor assigns to Assignee all of Assignor's right, title and interest in and to (i) the ongoing and existing business of the applicant to which the intent-to-use trademarks pertain, (ii) the Trademarks and any and all goodwill of the business symbolized by the Trademarks, and all corresponding rights provided by international conventions and treaties, (iii) all income, royalties, and damages due or payable to Assignor with respect to the Trademarks, and (iv) the right to sue for past, present, and future infringement of the Trademarks.

IN WITNESS WHEREOF AND INTENDING TO BE BOUND, the Parties sign this Assignment:

KNO, INC.

By: 

Name: Tiffany Silva

Title: Secretary

Date: February 1, 2014

March 18, 2014

INTEL CORPORATION

By: 

Name: Christopher E. George

Title: Assistant Secretary

Date: February 1, 2014

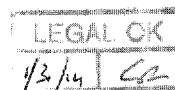


EXHIBIT A
TRADEMARKS

Mark	Country	App Date	App No.	Reg Date	Reg No
KNO ME (Stylized)	United States	8/7/2012	85/697,624		
RETHINK LEARNING	United States	9/12/2011	85/420,799		
RETHINK LEARNING	United States	9/12/2011	85/420,796		
#1 IN SOCIAL LEARNING	United States	2/8/2011	85/237,275		
KNO and Design	United States	2/27/2013	85/862,178		
KNO	United States	10/20/2009	77/852,804	10/25/2011	4,045,949
KNO	United States	10/20/2009	77/852,876	10/25/2011	4,045,950
KNO	United States	10/20/2009	77/852,890	10/25/2011	4,045,951
KNOWLEDGE NOW	United States	3/30/2010	85/002,530	1/31/2012	4,094,236
KNOWLEDGE NOW	United States	3/30/2010	85/002,527	5/22/2012	4,147,151
KNOWLEDGE NOW	United States	3/30/2010	85/002,528	1/31/2012	4,094,235
TABLET TEXTBOOK	United States	2/8/2011	85/237,252	8/28/2012	4,200,181

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