

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300224

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Orange Brand Services Limited		03/28/2014	Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Sense.ly Corporation		
Street Address:	1871 26th Avenue		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94122		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85779902	SENSE.LY	
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:	650.833.2373		
Email:	tmdocket@dlapiper.com		
Correspondent Name:	Paul A. McLean, Esq.-DLA Piper LLP (US)		
Address Line 1:	2000 University Avenue		
Address Line 4:	East Palo Alto, CALIFORNIA 94303		
ATTORNEY DOCKET NUMBER:	385515-104		
NAME OF SUBMITTER:	Paul A. McLean, Esq., DLA Piper LLP (US)		
SIGNATURE:	/Paul A. McLean/		
DATE SIGNED:	04/03/2014		
Total Attachments: 2			
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Trade Mark Assignment

Between:

**Orange Brand Services Limited,
3 More Riverside, London, SE1 2AQ
United Kingdom**

Hereafter referred to as **OBSL** or **the Assignor**

And

**Sense.ly Corporation
[1871 26th Ave, San Francisco, CA 94122]XXXXXXXXXXXXXX
United States of America**

Hereafter referred to as **XXXX** or **the Assignee**

WHEREAS OBSL is the owner of all right, title and interest in and to the US application for registration of the name and mark "SENSE.LY", as shown in United States Trademark Application Number 85-779,902 ("SENSE.LY Application"), together with the goodwill of the business conducted by OBSL in connection with the name and mark SENSE.LY ("SENSE.LY Mark").

WHEREAS Assignee desires to acquire all of OBSL's right, title and interest in and to the SENSE.LY Mark and SENSE.LY Application and OBSL is willing to assign all such rights, title and interest to Assignee.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, OBSL hereby sells, assigns, transfers and conveys to the Assignee, which hereby accepts, all of OBSL's right, title, interest in and to the SENSE.LY Mark and SENSE.LY Application as of the date of signature of the present Trade Mark Assignment, throughout the world, and together with the common law rights and the goodwill of the business associated therewith, including, without limitation, the right to renew any registration that may issue as a result of the SENSE.LY Application, and together with the right to recover for damages and profits from past infringements thereof, if any.

OBSL authorises the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office to record the transfer of the SENSE.LY Application and the SENSE.LY mark to the Assignee as assignee of OBSL's entire right, title and interest therein.

Date: *March 28, 2014*

IN WITNESS WHEREOF, each party has caused this Assignment to be executed by its duly authorized representative.

Orange Brand Services Limited

By: 

Name: *ALISTAIR WADDY*

Title: *Director*

Sense.ly Corporation

By: 

Name: *Adam Odyssey*

Title: *CEO*