

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM310889

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Symplified, Inc.		06/05/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EMC Corporation		
<b>Street Address:</b>	176 South Street		
<b>City:</b>	Hopkinton		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01748		
<b>Entity Type:</b>	CORPORATION: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3958500	CLOUD FABRIC	
<b>Registration Number:</b>	3729234	DELIVERED ON DEMAND	
<b>Registration Number:</b>	3671186	IDENTITY CLOUD	
<b>Registration Number:</b>	3958501	IDENTITY FABRIC	
<b>Registration Number:</b>	3732934	IDENTITY ROUTER	
<b>Registration Number:</b>	3741152	SINGLEPOINT	
<b>Registration Number:</b>	3729225	SYMPLIFIED	
<b>Registration Number:</b>	3917503	SYMPLIFIED SYNC	
<b>Registration Number:</b>	3871238	TRUST FABRIC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5082937189		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	508-293-6820		
<b>Email:</b>	trademarks@emc.com		
<b>Correspondent Name:</b>	EMC Corporation		
<b>Address Line 1:</b>	176 South Street		
<b>Address Line 4:</b>	Hopkinton, MASSACHUSETTS 01748		
<b>ATTORNEY DOCKET NUMBER:</b>	SYMPLIFIED TRADEMARKS		
<b>NAME OF SUBMITTER:</b>	Mary-Jane Shorts		

CH \$240.00 3958500

<b>SIGNATURE:</b>	/Mary-Jane Shorts/
<b>DATE SIGNED:</b>	07/16/2014
<b>Total Attachments: 4</b> source=Symplified_Intellectual_Property_Assignment_6-5-2014#page1.tif source=Symplified_Intellectual_Property_Assignment_6-5-2014#page2.tif source=Symplified_Intellectual_Property_Assignment_6-5-2014#page3.tif source=Symplified_Intellectual_Property_Assignment_6-5-2014#page4.tif	

## INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (“Assignment”) is made as of June 5, 2014, by and between Symplified, Inc., a Delaware corporation, with its principal place of business at 2005 Broadway, Boulder, Colorado 80302 (“Company”) and EMC Corporation, a Massachusetts corporation, with its principal place of business at 176 South Street, Hopkinton, Massachusetts 01748 (“Parent”). Capitalized terms used but not defined in this Assignment have the meanings set forth in the Asset Purchase Agreement.

WHEREAS, Company and Parent are parties to that certain Asset Purchase Agreement dated as of June 5, 2014 between Company and Parent (the “Asset Purchase Agreement”);

WHEREAS, Company owns certain patents and patent applications which are listed on attached Schedule 1 (“Assigned Patents”), certain trademarks and trademark applications which are listed on attached Schedule 2 (“Assigned Trademarks”), certain domain names which are listed on attached Schedule 3 (“Assigned Domain Names”), and other unlisted intellectual property (“Unlisted IP”) including but not limited to any intellectual property rights associated with patents, inventions, trade secrets, know how, copyrights (registered or unregistered), and copyright protectable subject matter including software and documentation; and

WHEREAS, Parent desires to receive from Company assignments to the Assigned Patents, Assigned Trademarks, Assigned Domain Names, and Unlisted IP;

NOW THEREFORE, for good and valuable consideration, Company hereby assigns to Parent, all of (a) Company’s entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Patents, and any and all divisional applications, continuation applications, continuations-in-part, provisional applications, renewals, reissues, re-examinations, substitutions and extensions thereof, and all pending applications therefor, which claim priority from any application from which Assigned Patents are derived, as well as, all foreign counterparts of Assigned Patents; (b) Company’s entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Trademarks, and any and all registrations, applications, renewals and extensions related thereto, and all goodwill related to the foregoing; (c) Company’s entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Assigned Domain Names and all goodwill related to the foregoing; and (d) Company’s entire right, title and interest, including the right to sue for and collect past damages and any other remedies, in and to the Unlisted IP and all goodwill related to the foregoing.

Company hereby authorizes (i) the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office, and the empowered officials of any other applicable offices, authorities, authorized agents, domain name registrars, and governments to issue or transfer all said Assigned Patents, Assigned Trademarks, Assigned Domain Names, and all applicable Unlisted IP to Parent, as assignee thereof, or otherwise as Parent may direct.

Company hereby agrees to execute all documents and take all other actions as may be necessary to effect the assignments and transfers set forth in this Assignment.

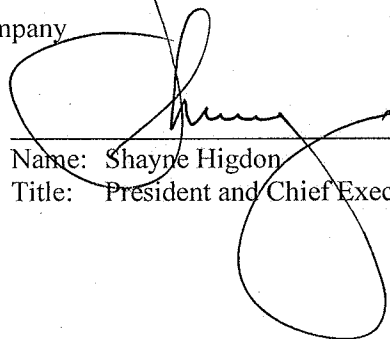
[Signature Pages Follow]

Signed at Broomfield, Colorado this 5<sup>th</sup> day of June, 2014.

**SYMPLIFIED, INC.**

As Company

By:

  
Name: Shayne Higdon

Title: President and Chief Executive Officer

STATE OF COLORADO )

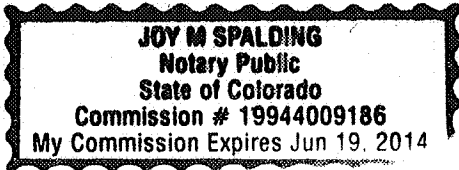
)

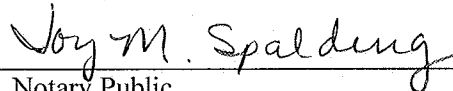
ss.

COUNTY OF BROOMFIELD )

)

Subscribed and sworn to before me on this 5<sup>th</sup> day of June 2014





Notary Public

Commission Expires:

Signed at 176 South Street, Hopkinton, MA, this 5th day of June, 2014.

EMC CORPORATION

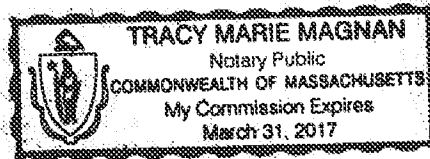
As Parent

By: [Signature]  
Name: Paul T. Dacier  
Title: Executive Vice President  
and General Counsel

COMMONWEALTH OF MASSACHUSETTS )  
 ) ss.  
COUNTY OF [ Middlesex ] )

Subscribed and sworn to before me on this 5th day of June, 2014

[Signature]  
Notary Public  
Commission Expires:



INTELLECTUAL PROPERTY ASSIGNMENT - SYMPLIFIED

## Schedule 2 - Assigned Trademarks

MARK	COUNTRY	APPLICATION NUMBER	APPLICATION FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE
CLOUD FABRIC	United States	77770262	June 29, 2009	3958500	May 10, 2011
DELIVERED ON DEMAND	United States	77446107	April 11, 2008	3729234	December 22, 2009
IDENTITY CLOUD	United States	77519992	July 11, 2008	3671186	August 18, 2009
IDENTITY FABRIC	United States	77770268	June 29, 2009	3958501	May 10, 2011
IDENTITY ROUTER	United States	77519998	July 11, 2008	3732934	December 29, 2009
SINGLEPOINT	United States	77978417	April 9, 2008	3741152	January 19, 2010
SYMPLIFIED	United States	77444078	April 9, 2008	3729225	December 22, 2009
SYMPLIFIED SYNC	United States	77582867	October 1, 2008	3917503	February 8, 2011
TRUST FABRIC	United States	77770288	June 29, 2009	3871238	November 2, 2010

**Unregistered Trademark**

None.