

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM312977

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	2		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Marksman, Inc.		08/04/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Visa International Service Association		
<b>Street Address:</b>	900 Metro Center Boulevard		
<b>City:</b>	Foster City		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94404		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2454316	THE ULTIMATE WAY TO PAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6504323425		
<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>	650-432-3917		
<b>Email:</b>	trademarks@visa.com		
<b>Correspondent Name:</b>	Visa International Service Association		
<b>Address Line 1:</b>	900 Metro Center Boulevard		
<b>Address Line 4:</b>	Foster City, CALIFORNIA 94404		
<b>NAME OF SUBMITTER:</b>	Mary Dougherty		
<b>SIGNATURE:</b>	/Mary Dougherty/		
<b>DATE SIGNED:</b>	08/05/2014		
<b>Total Attachments: 1</b>			
source=TM Assignment - Marksman to Visa - The Ultimate Way To Pay#page1.tif			

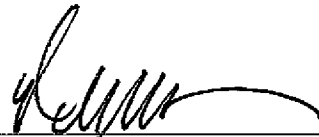
CH \$40.00 2454316

**Trademark Assignment**

**WHEREAS**, Marksmen, Inc., a Delaware corporation whose address is 111 N Maryland Avenue, Suite 201, Glendale, CA 91206 ("**Seller**"), has adopted, owns and is using the name and mark THE ULTIMATE WAY TO PAY (the "**Mark**") in connection with "electronic funds transfer services through payroll systems for the purchase of goods and services of others" in International Class 36;

**WHEREAS**, Visa International Service Association, a corporation organized under the laws of the state of Delaware, having a principal place of business at 900 Metro Center Boulevard, Foster City, California 94404 ("**Buyer**"), wishes to acquire Seller's rights to the Mark and the goodwill of Seller's business symbolized thereby and associated therewith;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Seller hereby sells, assigns and transfers to Buyer all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, effective as of **August 4, 2014**.



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Marksmen Inc.