

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM314956

|   |  |                                 |                    |
|---|--|---------------------------------|--------------------|
| <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> |
| O.C. Tanner Recognition Company   |  | 07/01/2014                      | CORPORATION: UTAH  |
| <b>RECEIVING PARTY DATA</b>   |  |                                 |                    |
| <b>Name:</b>  | O.C. Tanner Company                                |                                 |                    |
| <b>Street Address:</b>  | 1930 South State Street                            |                                 |                    |
| <b>City:</b>  | Salt Lake City                                     |                                 |                    |
| <b>State/Country:</b>   | UTAH   |                                 |                    |
| <b>Postal Code:</b>   | 84105  |                                 |                    |
| <b>Entity Type:</b>   | CORPORATION: UTAH                                  |                                 |                    |
| <b>PROPERTY NUMBERS Total: 4</b>  |  |                                 |                    |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                |                    |
| <b>Serial Number:</b>   | 86286919   | GRATZI                          |                    |
| <b>Serial Number:</b>   | 86276383   | REAL-TIME WELLNESS INTELLIGENCE |                    |
| <b>Serial Number:</b>   | 86118848   | WELBE                           |                    |
| <b>Serial Number:</b>   | 86276381   | WELLNESS INTELLIGENCE           |                    |
| <b>CORRESPONDENCE DATA</b>  |  |                                 |                    |
| <b>Fax Number:</b>  | 8013214893   |                                 |                    |
| <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>   | 8013214814   |                                 |                    |
| <b>Email:</b>   | kcantu@kmclaw.com                                  |                                 |                    |
| <b>Correspondent Name:</b>  | Michael Krieger                                    |                                 |                    |
| <b>Address Line 1:</b>  | 60 East South Temple, Suite 1800                   |                                 |                    |
| <b>Address Line 4:</b>  | Salt Lake City, UTAH 84111                         |                                 |                    |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 23274.1  |                                 |                    |
| <b>NAME OF SUBMITTER:</b>   | Michael F. Krieger                                 |                                 |                    |
| <b>SIGNATURE:</b>   | /Michael F. Krieger/                               |                                 |                    |
| <b>DATE SIGNED:</b>   | 08/22/2014   |                                 |                    |
| <b>Total Attachments: 2</b>   |  |                                 |                    |
| source=OCTANNER_ASSIGNMENT#page1.tif  |  |                                 |                    |

CH \$115.00 86286919



## TRADEMARK ASSIGNMENT

WHEREAS, O.C. Tanner Recognition Company (hereinafter referred to as "Assignor"), a corporation duly organized under the laws of the State of Utah, located at 1930 South State Street, Salt Lake City, Utah 84105, is the owner of the entire right, title, and interest in and to the following trademark(s) including all rights in and to such trademark(s) created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country,


AND WHEREAS, O.C. Tanner Company (hereinafter referred to as "Assignee"), a corporation duly organized under the laws of the State of Utah, located at 1930 South State Street, Salt Lake City, Utah 84105, desires to acquire all right, title, interest and goodwill in the trademark(s), their registration(s) and application(s), and all accrued rights including, prior uses and rights against any infringements before the date of this assignment.

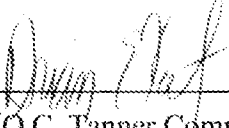
| <b>Trademark</b>                      | <b>Country</b>     | <b>Application No.</b> | <b>Filing Date</b> |
|---------------------------------------|--------------------|------------------------|--------------------|
| GRATZI                                | United States      | 86/286,919             | 05/20/2014         |
| REAL-TIME<br>WELLNESS<br>INTELLIGENCE | United States      | 86/276,383             | 05/08/2014         |
| WELBE                                 | United States      | 86/118,848             | 11/14/2013         |
| WELLNESS<br>INTELLIGENCE              | United States      | 86/276,381             | 05/08/2014         |
| WELBE                                 | Canada             | 1,664,658              | 02/20/2014         |
| WELBE                                 | European Community | 012643839              | 02/27/2014         |

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to said trademark(s) and any respective applications, registrations or renewal(s) thereof, together with the goodwill of the uses or business symbolized by and associated with the trademark(s) and all rights to bring suit for past or future infringement of the trademark(s).

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates or renewal certificates of registration of the trademark(s) to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Dated this 14 day of July, 2014

  
\_\_\_\_\_  
O.C. Tanner Recognition Company, LLC  
Scott D. Sperry, COO  
\_\_\_\_\_  
Name and Title

  
\_\_\_\_\_  
for O.C. Tanner Company  
Brian E. Katz, VP  
\_\_\_\_\_  
Name and Title