

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Smart Data Consulting Corporation		11/14/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Xerox Corporation		
Street Address:	45 Glover Avenue		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06856		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4054255	SMART DATA	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	214-584-5367		
Email:	tom.hilbun@xerox.com		
Correspondent Name:	Thomas Hilbun		
Address Line 1:	2828 North Haskell Ave		
Address Line 4:	Dallas, TEXAS 75204		
ATTORNEY DOCKET NUMBER:	SMART DATA ASSIGN		
NAME OF SUBMITTER:	Thomas Hilbun		
SIGNATURE:	/Thomas Hilbun/		
DATE SIGNED:	11/14/2014		
Total Attachments: 1			
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IN THE UNITED STATES
TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, Smart Data Consulting Corporation, a New York corporation, with offices at 370 Lexington Ave Suite 204 New York, New York, 10017 (the "Assignor"), owns the federal trademark applications and registrations of the marks that are listed on the attached Schedule 1 (the "Marks"); and

WHEREAS, Xerox Corporation, a New York corporation, with offices at 45 Glover Avenue, Norwalk, Connecticut 06856 (the "Assignee"), desires to acquire all right, title and interest in and to the Marks, including any applications and registrations thereof.

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Mark together with the goodwill of the business symbolized by the Marks and the right to sue and collect damages and/or profits for past infringements of the Marks.

IN WITNESS WHEREOF, this instrument is signed by a duly authorized corporate officer as of this 14th day of November, 2014.

Assignor: Smart Data Consulting Corporation.

By: Stephanie Grossman

Name: Stephanie Grossman

Title: Asst. Secretary

Schedule 1

List of Trademarks

Mark Name	App No.	Registration Number
SMART DATA	85,202,405	4,054,255