

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323613

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tagam Limited		08/18/2014	LIMITED LIABILITY COMPANY: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	DATAMARS SA		
Street Address:	Via ai Prati		
City:	Bedano		
State/Country:	SWITZERLAND		
Postal Code:	CH-6930		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Serial Number:	85098905	Z TAGS	
Registration Number:	3920616	Z TAGS	
Registration Number:	4095298	Z TAGS	
Registration Number:	1778372	NEW Z	
Registration Number:	2066509	NO-SNAG-TAG	
Registration Number:	2765553	ZEE TAGS	
Serial Number:	85582892	Z TAGS	
Serial Number:	85582878	Z TAGS	
Registration Number:	4472680	NO-TEAR-TAGGER	
Serial Number:	85683330	NO-TEAR-TAG	
CORRESPONDENCE DATA			
Fax Number:	3105631460		
<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:	310-563-1456		
Email:	jhenricks@hsh-iplaw.com		
Correspondent Name:	James A. Henricks		
Address Line 1:	840 Apollo Street		
Address Line 2:	Suite 200		
Address Line 4:	El Segundo, CALIFORNIA 90245		
		TRADEMARK	

OP \$265.00 85098905

ATTORNEY DOCKET NUMBER:	010200-203
DOMESTIC REPRESENTATIVE	
Name:	James A. Henricks
Address Line 1:	840 Apollo Street
Address Line 2:	Suite 200
Address Line 4:	El Segundo, CALIFORNIA 90245
NAME OF SUBMITTER:	JAMES A. HENRICKS
SIGNATURE:	/James A Henricks/
DATE SIGNED:	11/18/2014
Total Attachments: 3 source=20141118153907428-TM#page1.tif source=20141118153907428-TM#page2.tif source=20141118153907428-TM#page3.tif	

US

ASSIGNMENT OF TRADEMARKS

WHEREAS, TAGAM LIMITED, a New Zealand limited company having an address of C/ - Level 20, PwC Tower, 188 Quay Street, Auckland, 1010, New Zealand (hereinafter "*Assignor*") or its predecessor(s) in interest have adopted and used, and Assignor is currently using, certain trademarks some of which have been registered, or for some of which applications for registration have been filed, in the applicable government offices, as listed on Schedule "A" attached hereto, for use in connection with the goods/services indicated in said registrations or applications therefor or for which the marks are currently being used (collectively, the "*Marks*");

WHEREAS, Assignor has intended to use one or more trademarks in commerce and has filed one or more intent-to-use applications, or intends to file one or more intent-to use applications indicating that intention, but has not yet filed allegations of use under Sections 1(c) or 1(d) of The Trademark Act, which marks and applications are also listed on Schedule "A" (which are also included collectively as the "*Marks*");

WHEREAS, by this written instrument, Assignor assigns the mark or marks it intends to use, and assigns the mark or marks in the intent-to-use applications, as part of Assignor's entire business to Assignee as successor to the business of Assignor, as required by 15 U.S.C. 1060;

WHEREAS, DATAMARS SA, a Switzerland corporation having an address of Via ai Prati, 6930 Bedano, SWITZERLAND (hereinafter "*Assignee*") desires to acquire by this written instrument all right, title and interest in and to said Marks; and

NOW, THEREFORE, in consideration of the foregoing premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee all of Assignor's right, title and interest in and to, and to the above-identified Marks, together with the goodwill of the business symbolized by the Marks, all registrations thereof and applications therefor, together with any and all claims for damages or injunction by reason of past infringement of said Marks, with right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives

Assignor hereby consents to and requests recordation of this transfer and further authorizes and requests that all official documents and communications relating to said Marks or the registration(s) and/or application(s) therefor issue and deliver to Assignee.

Assignor hereby agrees at Assignee's request to execute in Assignee's favor any and all additional papers which may be necessary for the transfer, by complete assignment, of all Assignor's proprietary rights in and to the Marks and all registrations thereof or applications therefor, including, without limitation, separate recordable assignments on a country-by-country basis in order to meet government requirements and to facilitate perfection of Assignee's rights in each country.

IN WITNESS WHEREOF, TAGAM LIMITED, as Assignor, and DATAMARS SA, as Assignee, have caused this document to be duly and legally executed as of the 18 day of August, 2014

ASSIGNOR: TAGAM LIMITED By: <u>MGG</u> <u>M. GARDNER</u> Title: <u>DIRECTOR</u>	ASSIGNEE: DATAMARS SA By: <u>F. ACKERSTAFF</u> <u>D. DELLA LIBERA</u> Title: <u>CEO</u> <u>COO</u>
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SCHEDULE "A"

UNITED STATES TRADEMARK REGISTRATIONS & APPLICATIONS

MARK	FILING DATE	SERIAL NO.	REGISTRATION DATE	REGISTRATION NO.
NEW Z	11-12-1991	74/220,310	06-22-1993	1,778,372
NO-SNAG-TAG	12-29-1995	75/038,028	06-03-1997	2,066,509
ZEE TAGS	10-03-2000	78/028,728	09-16-2003	2,765,553
Z TAGS	08-10-2009	77/800,657	02-15-2011	3,920,616
Z TAGS	08-03-2010	85/098,905	02-07-2012	4,095,298
Z TAGS (stylized)	03-28-2012	85/582,892	pending	pending
Z TAGS	03-28-2012	85/582,878	pending	pending
NO TEAR TAGGER	07-20-2012	85/683,345	01-21-2014	4,472,680
NO-TEAR-TAG	07-20-2012	85/683,330	pending	pending