

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM327135

<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>
Temple Tag, LLC		12/22/2014	LIMITED LIABILITY COMPANY:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Datamars, Inc.		
<b>Street Address:</b>	250 West Cummings Park		
<b>City:</b>	Woburn		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01801		
<b>Entity Type:</b>	CORPORATION: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4570578	HERDSMAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7139867100		
<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>Email:</b>	dhenry@grayreed.com, dlisch@grayreed.com		
<b>Correspondent Name:</b>	David Lisch		
<b>Address Line 1:</b>	1300 Post Oak Blvd., Suite 2000		
<b>Address Line 4:</b>	Houston, TEXAS 77056		
<b>ATTORNEY DOCKET NUMBER:</b>	007399.05		
<b>NAME OF SUBMITTER:</b>	David lisch		
<b>SIGNATURE:</b>	/David Lisch/		
<b>DATE SIGNED:</b>	12/23/2014		
<b>Total Attachments: 3</b>			
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

MARK: HERDSMAN  
REGIS. NO.: 4570578  
INT. CLASS NO.: 020

ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, Temple Tag, Inc., is the owner of the following trademark now registered in the United States Patent and Trademark Office:

Trademark: HERDSMAN  
Registration No.: 4570578  
Date of Regis.: July 22, 2014

WHEREAS, Temple Tag, Inc. converted to Temple Tag, LLC ("Assignor") on August 31, 2012.

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, Assignor hereby assigns to Datamars, Inc. ("Assignee"), being organized under the laws of the State of Massachusetts, having a place of business in Woburn, Massachusetts, all right, title and interest in and to said trademark and said registration(s) and trademark application(s) therefor, together with the goodwill of the business symbolized by said trademark and the registration thereof, known or unknown, pertaining thereto, and all rights and interests in marks, if any, which are owned by Assignor and are colorable imitations of, or otherwise confusingly similar to the mark expressly hereby assigned. Without limiting the foregoing, the present assignment includes, and to the extent that a conveyance is not now possible or effective Assignor hereby agrees to assign as soon as practicable, all past, present and future rights in and related to mark(s) which are colorable imitations of, or that are confusingly similar to the above-identified mark, together, as and when applicable, with the goodwill appurtenant thereto. The right to receive future assignments hereunder shall convey, as applicable, to Assignee's successors and assigns. The present assignment includes, without further

consideration or remuneration, all claims or causes of action against third parties (including Assignee), known or unknown, that relate, or hereafter accrue in relation to any right or property assigned in relation to this agreement.

Assignor represents and warrants that it is the sole owner of all conveyed rights and interests and has full right to make this assignment. Assignor agrees that it will communicate to Assignee or its representatives any material facts known to Assignor respecting said conveyed rights and interests, including those as may be conveyable in the future pursuant to the preceding paragraph. Assignor agrees to cooperate with Assignee or its successors or assigns in any legal proceeding pertaining to the assigned rights and interests, and, upon reasonable request, to cause knowledgeable representatives to be available to Assignee's then counsel for testifying or otherwise providing information in connection with such proceedings. Assignor agrees to sign all lawful papers, make all rightful oaths, and generally do everything possible to aid said Assignee, its successors, assigns and nominees, to perpetuate and enforce trademark protection for the said trademark.

SIGNED this 22 day of DECEMBER, 2014

By: Bill McCoy

Printed Name: Bill McCoy

Title: PRESIDENT

STATE OF TEXAS

COUNTY OF Bell

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On this 22<sup>nd</sup> day of December, 2014, personally appeared Bill McCoy to me known and known to me to be

President of the assignor above named, and acknowledged that he executed the foregoing Assignment pursuant to authority duly received.

Susan Nobles  
Notary Public in and for the State of Texas

My commission expires: 9/30/17

