TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 ETAS ID: TM330041

Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Adlucent, LLC		01/20/2015	LIMITED LIABILITY COMPANY: TEXAS

RECEIVING PARTY DATA

Name:	BuyerPath, Inc.
Street Address:	2130 South Congress Avenue
City:	Austin
State/Country:	TEXAS
Postal Code:	78704
Entity Type:	CORPORATION: TEXAS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	4571530	BUYERPATH

CORRESPONDENCE DATA

Fax Number: 5122874866

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.

Phone: 512-656-7960

brian.spross@jonesspross.com Email:

Brian Spross Correspondent Name:

Address Line 1: 1605 Lakecliff Hills Lane

Address Line 2: Suite 100

Address Line 4: Austin, TEXAS 78732

ATTORNEY DOCKET NUMBER:	ADLUCENT/BUYERPATH
NAME OF SUBMITTER:	Brian Spross
SIGNATURE:	/brian spross/
DATE SIGNED:	01/26/2015

Total Attachments: 1

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TRADEMARK REEL: 005446 FRAME: 0786

TRADEMARK ASSIGNMENT

This Trademark Assignment is dated as of January 20, 2015 (the "Effective Date") and is between Adlucent, LLC, a Texas limited liability company, with an address of 2130 South Congress Avenue, Austin, Texas 78704 ("Assignor") and BuyerPath, Inc., a Texas corporation, with an address of 2130 South Congress Avenue, Austin, Texas 78704 ("Assignee").

WHEREAS, Assignor has adopted, used and is using, or has the intent to use, the trademark listed below; and

WHEREAS, Assignee is desirous of acquiring said trademark and the associated registration and application;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title and interest in and to the following trademark, including all goodwill associated therewith:

Trademark	U.S. Trademark Registration No.
BUYERPATH	4,571,530

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed by their respective duly authorized officers.

ASSIGNOR: Adlucent, LLC	ASSIGNEE: BuyerPath, Inc.	
ву:	Ву:	
Name: Michael Griffin	Name: Michael Griffin	
Title: CEO	Title: President	

RECORDED: 01/26/2015