

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM333914

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ServiceBench, LLC		03/02/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Asurion, LLC		
Street Address:	648 Grassmere Park		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37211		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3816726	SERVICEBENCH	
Registration Number:	3962900	SERVICEBENCH MOBILE	
Registration Number:	4442763	SB SERVICEBENCH	
Registration Number:	3816731	SERVICEBENCH	
CORRESPONDENCE DATA			
Fax Number:	6152591470		
<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:	6152591450		
Email:	trademarks@arlaw.com		
Correspondent Name:	Robert E. McAlhany, Jr.		
Address Line 1:	424 Church St.		
Address Line 2:	Suite 2700		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	612194-4		
NAME OF SUBMITTER:	Robert E. McAlhany, Jr.		
SIGNATURE:	/Robert E. McAlhany, Jr./		
DATE SIGNED:	03/03/2015		
Total Attachments: 2			

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INTELLECTUAL PROPERTY ASSIGNMENT

This **INTELLECTUAL PROPERTY ASSIGNMENT** is entered into as of March 2, 2015, by and between ServiceBench, LLC, a Delaware limited liability company (“Assignor”), and Asurion, LLC, a Delaware limited liability company (the “Assignee”);

WHEREAS, Assignor owns the trademarks listed on the attached Schedule A (the “Marks”);

WHEREAS, Assignee is desirous of acquiring the Marks and the registrations and applications therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks.

NOW, THEREFORE, in consideration of one hundred dollars (\$100.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

- 1) Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks throughout the world, and the registrations and applications therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, and all causes of action and claims based on past actions or infringement related to the Marks, along with any right to sue and recover for damages and profits.
- 2) Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor’s rights, title, and interest in and to the Marks and the registrations and applications therefor in the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee.

For and on behalf of ServiceBench, LLC

Signed: W. J. Reagan

Name: Willard J. Reagan

Title: Vice President of Finance and Treasurer

Schedule A

TRADEMARKS: SERVICEBENCH

SERVICEBENCH MOBILE



AND THE FOLLOWING ASSOCIATED REGISTRATIONS:

SERVICEBENCH, U.S. reg. no. 3816726

SERVICEBENCH MOBILE, U.S. reg. no. 3962900

