

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM340611

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Experient, LLC		02/09/2015	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	EXPERIENT INC.		
Street Address:	1375 North Highway Drive		
City:	Fenton		
State/Country:	MISSOURI		
Postal Code:	63099		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78974681	EXPERIENT	
CORRESPONDENCE DATA			
Fax Number:	3143457600		
<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:	3143457000		
Email:	kbastunas@senniger.com		
Correspondent Name:	Paul Fleischut - Senniger Powers LLP		
Address Line 1:	100 North Broadway, 17th Floor		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	MRZ 10049		
NAME OF SUBMITTER:	Paul I. J. Fleischut		
SIGNATURE:	/paul fleischut/		
DATE SIGNED:	05/07/2015		
Total Attachments: 2			
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OP \$40.00 78974681

ASSIGNMENT

1. **WHEREAS**, EXPERIENT, LLC, of Chicago, IL, a corporation duly organized and existing under and by virtue of the laws of the State of Illinois (hereinafter referred to as Assignor), has adopted and used in its business a certain trademark (EXPERIENT) and a certain Domain Name (www.experient.net); and

2. **WHEREAS**, Assignor has a certain application in the United States Patent and Trademark Office relating to said trademark; and

3. **WHEREAS**, EXPERIENT INC., a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title, and interest of Assignor in said trademark, said application and the good will of the business in connection with which said trademark is to be used, and said Domain Name;

4. **NOW THEREFORE**, in consideration of the payment made in connection with the Settlement Agreement previously entered between Assignor and Assignee, receipt of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign, and transfer to Assignee, its successors and assigns, all of Assignor's right, title, and interest throughout the world in and to said trademark and said application together with the good will of the business in connection with which said trademark is to be used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademark; including specifically, without limiting the generality of the foregoing, the United States application listed below; and further does hereby sell, transfer, and assign to Assignee all of Assignor's right, title, and interest in said Domain Name (www.experient.net) and agrees to take any actions that may be necessary or desirable as requested by Assignee to protect and perfect Assignee's title to the

Domain Name, including but not limited to, authorizing and directing the change of registered ownership of the Domain Name to Assignee's name, and providing to Assignee an authorization code for use by Assignee's and/or Assignor's registrar to complete the transfer and perfect ownership in Assignee's name.

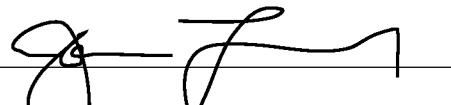
5. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

6. **THE UNITED STATES TRADEMARK APPLICATION IS AS FOLLOWS:**

<u>APPL. NO.</u>	<u>APPL. DATE</u>	<u>MARK</u>
78/974,681	September 14, 2006	EXPERIENT

IN WITNESS WHEREOF, Assignor has caused these presents to be executed by its officer thereunto duly authorized this 9th day of February, 2015.

EXPERIENT, LLC

By 
Name: John C Leroux