

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM342510

|   |                                   |                                |                         |
|---|-----------------------------------|--------------------------------|-------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                    |                                |                         |
| <b>NATURE OF CONVEYANCE:</b>  | CHANGE OF NAME                    |                                |                         |
| <b>CONVEYING PARTY DATA</b>   |                                   |                                |                         |
| <b>Name</b>   | <b>Formerly</b>                   | <b>Execution Date</b>          | <b>Entity Type</b>      |
| Clickability, Inc.  |                                   | 05/27/2015                     | CORPORATION: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>   |                                   |                                |                         |
| <b>Name:</b>  | UpLand Software VII, Inc.         |                                |                         |
| <b>Street Address:</b>  | Frost Tower, 401 Congress Avenue  |                                |                         |
| <b>Internal Address:</b>  | Suite 1850                        |                                |                         |
| <b>City:</b>  | Austin                            |                                |                         |
| <b>State/Country:</b>   | TEXAS                             |                                |                         |
| <b>Postal Code:</b>   | 49684                             |                                |                         |
| <b>Entity Type:</b>   | CORPORATION: DELAWARE             |                                |                         |
| <b>PROPERTY NUMBERS Total: 4</b>  |                                   |                                |                         |
| <b>Property Type</b>  | <b>Number</b>                     | <b>Word Mark</b>               |                         |
| <b>Registration Number:</b>   | 3939042                           | WMA                            |                         |
| <b>Registration Number:</b>   | 3979723                           | WEBSITE MARKETING ACCELERATION |                         |
| <b>Registration Number:</b>   | 3817178                           | C                              |                         |
| <b>Registration Number:</b>   | 3817169                           | CLICKABILITY                   |                         |
| <b>CORRESPONDENCE DATA</b>  |                                   |                                |                         |
| <b>Fax Number:</b>  | 2319320636                        |                                |                         |
| <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>Phone:</b>   | 231-932-0411                      |                                |                         |
| <b>Email:</b>   | brianhall@traverselegal.com       |                                |                         |
| <b>Correspondent Name:</b>  | Brian A. Hall, Traverse Legal PLC |                                |                         |
| <b>Address Line 1:</b>  | 810 Cottageview Drive             |                                |                         |
| <b>Address Line 2:</b>  | Unit G-20                         |                                |                         |
| <b>Address Line 4:</b>  | Traverse City, MICHIGAN 49684     |                                |                         |
| <b>ATTORNEY DOCKET NUMBER:</b>  | UPLAND SOFTWARE INC               |                                |                         |
| <b>NAME OF SUBMITTER:</b>   | Brian A. Hall                     |                                |                         |
| <b>SIGNATURE:</b>   | /BAH/                             |                                |                         |
| <b>DATE SIGNED:</b>   | 05/27/2015                        |                                |                         |

OP \$115.00 3939042

**Total Attachments: 0**

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