

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM343016

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Satmetrix Systems, Inc.		05/21/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Fred Reichheld		
Street Address:	40 Hampshire Road		
City:	Wellesley		
State/Country:	MASSACHUSETTS		
Postal Code:	02481		
Entity Type:	INDIVIDUAL: UNITED STATES		
Name:	Bain & Company Inc.		
Street Address:	131 Dartmouth Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02116		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2953691	NET PROMOTER	
CORRESPONDENCE DATA			
Fax Number:	6173382880		
<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:	617-338-2943		
Email:	kherman@sandw.com, trademark@sandw.com		
Correspondent Name:	Kimberly B. Herman		
Address Line 1:	One Post Office Square		
Address Line 4:	Boston, MASSACHUSETTS 02109		
NAME OF SUBMITTER:	Kimberly B. Herman		
SIGNATURE:	/Kimberly B. Herman/		
DATE SIGNED:	06/01/2015		

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Total Attachments: 1

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CONFIRMATORY TRADEMARK OWNERSHIP AGREEMENT

THIS CONFIRMATORY TRADEMARK OWNERSHIP AGREEMENT (this "Agreement"), dated as of May 21, 2015 (the "Effective Date"), is entered into by and among Bain & Company Inc., a Massachusetts corporation having its principal place of business in Boston, Massachusetts (hereafter "Bain"), Satmetrix Systems, Inc., a California corporation having its principal place of business in San Mateo, California (hereafter "Satmetrix") and Fred Reichheld, an individual currently residing in Wellesley, Massachusetts (hereafter "Reichheld"), with Bain, Satmetrix and Reichheld each a "Party" and together the "Parties."

RECITALS

WHEREAS, the Parties are joint owners of United States Trademark Registration No. 2953691 for the trademark NET PROMOTER, together with the goodwill associated therewith (together, the "NET PROMOTER Registration").

WHEREAS, the Parties wish to enter into, and record with the United States Patent and Trademark Office ("USPTO"), this Agreement so that Bain and Reichheld are listed as owners in the USPTO database of the NET PROMOTER Registration.

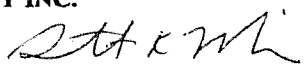
NOW, THEREFORE, in consideration of the foregoing promises and the mutual covenants herein contained, the Parties hereto agree as follows:

AGREEMENT


1. **Joint Ownership.** Each Party owns and maintains a 33.33% ownership interest in the NET PROMOTER Registration, subject to the terms and conditions of the Amended and Restated Partial Assignment of Trademarks Agreement entered into by and among the Parties, as further amended (the "Amended and Restated Partial Assignment of Trademarks Agreement").
2. **General Provisions.** This Agreement shall not alter the Amended and Restated Partial Assignment of Trademarks Agreement. In the event there is a conflict between the terms of the Amended and Restated Partial Assignment of Trademarks Agreement and this Agreement, the terms of the Amended and Restated Partial Assignment of Trademarks Agreement shall prevail.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.


BAIN & COMPANY INC.

Signature:  Date: 5/21/15
Name: Stuart K. Min
Title: Partner and Chief Legal Officer

SATMETRIX SYSTEMS, INC.

Signature:  Date: 2015-05-21
Name: Robert A. Promm
Title: CFO

FRED REICHHELD

Signature:  Date: 5/21/15

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