

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM349645

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Astonish Results, LLC		07/15/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Zywave, Inc.		
<b>Street Address:</b>	10700 West Research Drive, Suite 400		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53226		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 12</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86539810	INTYGRAL	
<b>Registration Number:</b>	4520133	ASTONISH	
<b>Registration Number:</b>	4520134	STONISH	
<b>Registration Number:</b>	3952191	SQUID INSURANCE MARKETING	
<b>Registration Number:</b>	3858496	E-AGENT SUMMIT	
<b>Registration Number:</b>	3929601	ASTONISH TRAINING	
<b>Registration Number:</b>	3953192	SELECT + SAVE NOT YOUR TYPICAL EMPLOYEE	
<b>Registration Number:</b>	3806528	ASTONISH COACHING	
<b>Registration Number:</b>	3783376	TURBO TRAFFIC TECHNOLOGY	
<b>Registration Number:</b>	3753444	VIRTUAL INSURANCE OFFICE	
<b>Registration Number:</b>	3882093	VIRTUAL PROFIT CENTER	
<b>Registration Number:</b>	3413368	ASTONISH RESULTS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142735198		
<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>	414-273-3500		
<b>Email:</b>	bgilpin@gklaw.com		
<b>Correspondent Name:</b>	Brian G. Gilpin; Godfrey & Kahn, S.C.		

CH \$315.00 86539810

TRADEMARK

**Address Line 1:** 780 N. Water Street  
**Address Line 4:** Milwaukee, WISCONSIN 53202

**ATTORNEY DOCKET NUMBER:** 071516-0027

**NAME OF SUBMITTER:** Brian G. Gilpin

**SIGNATURE:** /Brian G. Gilpin/

**DATE SIGNED:** 07/29/2015

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT

WHEREAS, **ASTONISH RESULTS, LLC**, a Delaware limited liability company (the "Assignor"), owns all right, title, and interest in the trademarks listed in the attached Schedule A and any related common law rights, and including the goodwill associated therewith (collectively referred to as the "Trademarks");

WHEREAS, **ZYWAVE, INC.**, a Wisconsin corporation having its principal place of business at 10700 West Research Drive, Suite 400, Milwaukee, WI 53226 ("Assignee"), is acquiring certain of the assets of Assignor, including the Trademarks, pursuant to an asset purchase agreement, dated as of even date herewith between Assignor and Assignee (the "Asset Purchase Agreement"); and

WHEREAS, in connection with such Asset Purchase Agreement, Assignee is acquiring all rights throughout the world in and to the Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to recover damages and profits for past and future infringements thereof.

NOW, THEREFORE, for the good and valuable consideration set forth in the Asset Purchase Agreement, the sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Assignor hereby sells, assigns, and transfers unto Assignee all right, title, and interest in and to the Trademarks and any applications or registrations therefor, together with all common law rights therein, the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the world, all renewals thereof, and all proceeds therefrom together with any and all claims or causes of infringement or dilution thereof that may have accrued prior to and/or after the effective date of this Trademark Assignment, together with the right to bring suit for and/or initiate any proceeding to collect any and all damages arising from said claims or causes of action, to be held and enjoyed by the Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

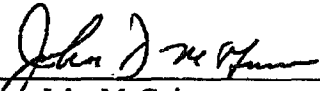
2. This Trademark Assignment may be executed simultaneously in counterparts, each of which shall be deemed an original, but both of which together shall constitute one and the same instrument.

[Signature Page Follows.]

Dated as of this 15<sup>th</sup> day of July, 2015.

ASTONISH RESULTS, LLC

ZYWAVE, INC.

By:   
Name: John McGuinness  
Title: Chief Executive Officer

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

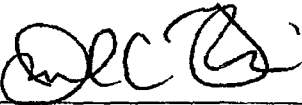
*[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]*

Dated as of this 15<sup>th</sup> day of July, 2015.

ASTONISH RESULTS, LLC

ZYWAVE, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_



By:   
Name: Joseph C. Gibson  
Title: CEO

*[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]*

**TRADEMARK**  
**REEL: 005587 FRAME: 0655**

**SCHEDULE A**

**TRADEMARKS**

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS
INTYGRAL	US	86/539,810	02/19/2015	Pending
ASTONISH	US	4,520,133	04/29/2014	Registered
	US	4,520,134	04/29/2014	Registered
SQUID INSURANCE MARKETING	US	3,952,191	04/26/2011	Registered
E-AGENT SUMMIT	US	3,858,496	10/05/2010	Registered
ASTONISH TRAINING	US	3,929,601	03/08/2011	Registered
 ↓	US	3,953,192	05/03/2011	Registered
ASTONISH COACHING	US	3,806,528	06/22/2010	Registered
TURBO TRAFFIC TECHNOLOGY	US	3,783,376	05/04/2010	Registered
VIRTUAL INSURANCE OFFICE	US	3,753,444	02/23/2010	Registered
VIRTUAL PROFIT CENTER	US	3,882,093	11/30/2010	Registered
ASTONISH RESULTS	US	3,413,368	04/15/2008	Registered

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