

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM350535

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Dell Inc.		08/01/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BOOMI, INC.		
<b>Street Address:</b>	One Dell Way		
<b>City:</b>	Round Rock		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78682		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3461231	ATOM	
<b>Registration Number:</b>	3734179	ATOMSPHERE	
<b>Registration Number:</b>	3453159	BOOMI	
<b>Registration Number:</b>	3453160	BOOMI ON DEMAND	
<b>Registration Number:</b>	3670751	CONNECT ONCE - INTEGRATE EVERYWHERE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7036106200		
<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>	7036106100		
<b>Email:</b>	BoxIP@hoganlovells.com		
<b>Correspondent Name:</b>	Timothy J. Lyden - Hogan Lovells US LLP		
<b>Address Line 1:</b>	7930 Jones Branch Drive		
<b>Address Line 4:</b>	McLean, VIRGINIA 22102		
<b>ATTORNEY DOCKET NUMBER:</b>	036661.000032		
<b>NAME OF SUBMITTER:</b>	Timothy J. Lyden		
<b>SIGNATURE:</b>	/Timothy J. Lyden/		
<b>DATE SIGNED:</b>	08/05/2015		

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**Total Attachments: 4**

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## **TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (this "Assignment") is made and entered into as of August 1, 2015 ("Effective Date"), by and between **DELL INC.**, a Delaware corporation, with its principal office at One Dell Way, Round Rock, Texas 78682 ("Assignor"), and **BOOMI, INC.**, a Delaware corporation, with its principal office at One Dell Way, Round Rock, Texas 78682 ("Assignee").

**WHEREAS**, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the trademarks set forth on Schedule A hereof, together with the goodwill of the business associated therewith (collectively, the "Marks"); and

**WHEREAS**, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all right, title and interest to the Marks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, conveys, assigns, transfers and delivers to Assignee its entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the United States Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign jurisdictions, to record Assignee as the assignee and owner of the Marks.

*[Remainder of the page intentionally left blank]*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

DELL, INC.

By: 

Name: Janet B. Wright

Title: Vice President & Assistant Secretary

BOOMI, INC.

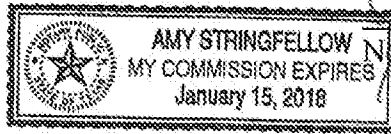
By: 

Name: Tyler W. Johnson II

Title: Vice President & Treasurer

STATE OF TEXAS )  
 ) SS.  
COUNTY OF WILLIAMSON)

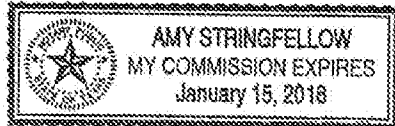
On this 3 day of August, 2015, there appeared before me Janet B. Wright, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of Dell Inc.



*Amy Stringfellow*  
\_\_\_\_\_  
Notary Public

STATE OF TEXAS )  
 ) SS.  
COUNTY OF WILLIAMSON)

On this 3 day of August, 2015, there appeared before me Tyler W. Johnson II, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of Boomi, Inc.



*Amy Stringfellow*  
\_\_\_\_\_  
Notary Public

## Schedule A

Owner	Trademark	Country	Appl. Date	No.	Status	Agent
Client	File Reference	Next Renewal Due	Reg. Class	No.	Reg. Status	Supervisor
<b>ATOM</b>						
Del. Inc.	ATOM	United States of America	24 Oct 2007	77311749	Registered	Weiss & Arons, LLP
Serial No.	6088	8 Jul 2018	8 Jul 2008	3481231		Kelly Watson
Class	9					
Goods	Computer software, namely, computer software for use in data and application integration within and/or among enterprises					
Class	42					
Goods	Online software services, namely, providing temporary use via global and/or local communications networks of non-downloadable dynamic runtime engine software for use in data and application integration within and/or among enterprises					
<b>ATOMSPHERE</b>						
Del. Inc.	ATOMSPHERE	United States of America	9 Jun 2009	77592023	Registered	Weiss & Arons, LLP
Serial No.	6087	5 Jun 2020	8 Jun 2010	3734979		Kelly Watson
Class	42					
Goods	Providing temporary use of non-downloadable computer software via computer and electronic communications networks, namely, software used for the integration of computer applications and databases					
<b>BOOMI</b>						
Del. Inc.	BOOMI	United States of America	24 Oct 2007	77311748	Registered	Weiss & Arons, LLP
Serial No.	5863	24 Jun 2018	24 Jun 2008	3453198		Kelly Watson
Class	9					
Goods	computer software, namely, computer software for use in data and application integration within and/or among enterprises					
Class	42					
Goods	online software services, namely, providing temporary use via global and/or local communications networks of non-downloadable computer software for use in data and application integration within and/or among enterprises; computer programming services, namely, development of computer software for use in data and application integration within and/or among enterprises; consulting in the field of data and application integration within and/or among enterprises					
<b>BOOMI ON DEMAND</b>						
Del. Inc.	BOOMI ON DEMAND	United States of America	24 Oct 2007	77311751	Registered	Weiss & Arons, LLP
Serial No.	6089	24 Jun 2018	24 Jun 2008	3453180		Kelly Watson
Class	42					
Goods	online software services, namely, providing temporary use via global and/or local communications networks of non-downloadable computer software for use in data and application integration within and/or among enterprises					
<b>CONNECT ONCE - INTEGRATE EVERYWHERE</b>						
Del. Inc.	CONNECT ONCE - INTEGRATE EVERYWHERE	United States of America	9 Dec 2008	77665506	Registered	Weiss & Arons, LLP
Serial No.	6089	24 Jun 2018	18 Aug 2008	3470789		Kelly Watson
Class	42					
Goods	providing temporary use of non-downloadable computer software via computer and electronic communications networks, namely, software used for the integration of computer applications and databases					

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