

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM360228

<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>
TV Management, Inc.		10/27/2015	CORPORATION: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Telular Corporation		
<b>Street Address:</b>	200 South Wacker Drive, Suite 1800		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2795022	NOW YOU'LL KNOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2158253101		
<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>	(215) 825-3100		
<b>Email:</b>	pvimalassery@fisherzucker.com		
<b>Correspondent Name:</b>	Jeffrey Zucker		
<b>Address Line 1:</b>	21 South 21st Street		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103		
<b>ATTORNEY DOCKET NUMBER:</b>	GPS NA		
<b>NAME OF SUBMITTER:</b>	Jeffrey Zucker		
<b>SIGNATURE:</b>	/Jeffrey Zucker/		
<b>DATE SIGNED:</b>	10/28/2015		
<b>Total Attachments: 4</b>			
source=TM Assignment to Telular (All TMs) Fully Executed#page1.tif			
source=TM Assignment to Telular (All TMs) Fully Executed#page2.tif			
source=TM Assignment to Telular (All TMs) Fully Executed#page3.tif			

OP \$40.00 2795022



## TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT

THIS TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT (the "Agreement") is made and entered on this 27 day of October, 2015, by and between: (i) TV Management, Inc., a Pennsylvania corporation with an address at 406 Executive Drive, Langhorne, Pennsylvania, 19047 (the "Assignor"); and (ii) Telular Corporation, an Illinois corporation with an address at 200 South Wacker Drive, Suite 1800, Chicago, IL 60606 (the "Assignee").

### BACKGROUND

A. Assignor owns the trademarks NOW YOU'LL KNOW (a word mark), NOW YOU KNOW (a word mark) and SIGNALTRACK (a design and work mark) (the "Proprietary Marks"). The Proprietary Marks are listed in more detail on the attached Schedule 1. Assignor has used the Proprietary Marks in connection with services related to the tracking, locating and monitoring of vehicles by use of a global positioning system receiver. Assignor has used the mark NOW YOU'LL KNOW since January 1, 2002, the mark NOW YOU KNOW since May 1, 2009 and the mark SIGNALTRACK since January 1, 2002.

B. Assignor wishes to convey and assign all of its rights, obligations, title and interest in and to the Proprietary Marks to Assignee, and Assignee wishes to acquire the Proprietary Marks, pursuant to the terms and conditions of this Agreement.

### AGREEMENT

NOW THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, the parties hereby covenant and agree as follows:

1. **Assignment and Assumption.** Assignor hereby sells, assigns, transfers and conveys to Assignee its entire right, title and interest in and to the Proprietary Marks in the

United States and all other foreign jurisdictions, together with the goodwill of the business connected with and symbolized by the Proprietary Marks, including without limitation, the right to apply for and maintain the trademark registrations with the United States Patent and Trademark Office ("USPTO"), or the appropriate trademark application/registration authority in any other jurisdiction, that are based in whole or in part upon the Proprietary Marks, and any priority right that may arise from Assignor's first and continued use of the Proprietary Marks in commerce, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made. Assignee hereby assumes all such rights, title and interest in the Proprietary Marks. The foregoing assignment and assumption will be effective immediately upon execution of this Agreement.

2. **Acknowledgment.** Assignor agrees and acknowledges that: (i) it will not challenge, contest or otherwise attempt to affect Assignee's rights to use, register and maintain the Proprietary Marks in any manner; and (ii) Assignee may "bootstrap" or otherwise claim all dates of first use and other common law rights that Assignor ever had with respect to the Proprietary Marks.

3. **Authorization.** Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the USPTO to record the transfer of any existing registrations and/or applications for registration associated with the Proprietary Marks to Assignee as the assignee of Assignor's entire right, title and interest therein. Assignor, by and through Assignor's attorney, agrees to further execute any documents reasonably necessary to effectuate this assignment or to confirm Assignee's ownership of the Proprietary Marks.

4. **Counterparts.** This Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

**IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto as of the day and year first written above.**

**TV MANAGEMENT, INC.**

By: Todd Lewis

Name: TODD LEWIS

Position: PRESIDENT

**TELULAR CORPORATION**

By: Shawn Welsh

Name: Shawn Welsh

Position: SVP, PLM and Marketing

**SCHEDULE 1 - ASSIGNED MARKS**

Mark	Owner	Country	Registration Number/Serial Number	Status
NOW YOU'LL KNOW	TV MANAGEMENT, INC.	US	2795022/78213383	Registered
NOW YOU KNOW	TV MANAGEMENT, INC.	US	3822924/77730049	Registered
SIGNALTRACK	TV MANAGEMENT, INC.	US	4666860/86287954	Registered