

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM361441

<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>
Bazaarvoice, Inc.		10/30/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Forbes LLC		
<b>Street Address:</b>	499 Washington Blvd.		
<b>City:</b>	Jersey City		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07310		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3873368	BRANDVOICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9734518604		
<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>	9735380800		
<b>Email:</b>	tmdocket@riker.com		
<b>Correspondent Name:</b>	Robert J. Schoenberg (Riker Danzig)		
<b>Address Line 1:</b>	1 Speedwell Avenue		
<b>Address Line 2:</b>	Headquarters Plaza		
<b>Address Line 4:</b>	Morristown, NEW JERSEY 07962-1981		
<b>ATTORNEY DOCKET NUMBER:</b>	15370-3		
<b>NAME OF SUBMITTER:</b>	Robert J. Schoenberg		
<b>SIGNATURE:</b>	/s/ Robert J. Schoenberg		
<b>DATE SIGNED:</b>	11/05/2015		
<b>Total Attachments: 2</b>			
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source=TM Assignment for BrandVoice#page2.tif			

CH \$40.00 3873368

**ASSIGNMENT OF TRADEMARK**

WHEREAS, Bazaarvoice, Inc., a Delaware corporation, with a principal place of business located at 3900 N. Capital of TX Hwy., Suite 300, Austin, Texas 78746 (the "Assignor"), has adopted and used in his business in the United States, or used through a related party or licensee, the registered trademark BRANDVOICE, U.S. Reg. No. 3,873,368 (the "Mark"); and

WHEREAS, Forbes LLC, a Delaware limited liability company, with a principal place of business located at 499 Washington Blvd., Jersey City, New Jersey 07310 (the "Assignee"), is desirous of acquiring said Mark and the attendant goodwill symbolized by the Mark for use in connection with its ongoing and existing business;

NOW, THEREFORE, in consideration of and exchange for the sum of Ten U.S. Dollars (\$10.00 USD) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee (the "Parties") agree as follows:

1. Assignor does hereby irrevocably sell, assign, transfer and deliver to Assignee, its successors and assigns, its entire right, title and interest in and to the Mark, including any registrations and any renewals thereof, and all goodwill symbolized by and associated with the portion of Assignor's business conducted under said Mark, whether such use is or has been pursuant to license, sublicense, agreement or permission, and in and to all causes of action, either in law or equity, for past, present or future infringement or misuse of, harm to or interference with the Mark which have been or could be asserted by Assignor. Assignor agrees to execute all papers and to perform such other proper acts as Assignee may deem necessary to secure for it or its designee the rights herein assigned and to record this Assignment with the U.S. Patent and Trademark Office.

2. This trademark assignment agreement constitutes the entire understanding of the Parties with respect to the subject matter hereof and supersedes all prior agreements, proposals or representations, written or oral, between the Parties relating to the subject matter of this agreement.

3. This agreement shall be governed by and construed in accordance with the laws of the State of New Jersey, without regard to its conflict of laws principles.

IN WITNESS WHEREOF, the Parties have caused this agreement to be signed and become effective as of October 30, 2015.

Assignor:  
Bazaarvoice, Inc.

Assignee:  
Forbes LLC

By: [Signature]

By: \_\_\_\_\_

Name: Kevin Hill

Name: \_\_\_\_\_

Title: Chief Legal Officer

Title: \_\_\_\_\_

Dated: 10 30 2015

Dated: \_\_\_\_\_, 2015

ASSIGNMENT OF TRADEMARK

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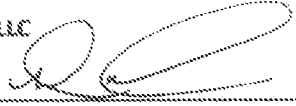
1. Assignor does hereby irrevocably sell, assign, transfer and deliver to Assignee, its successors and assigns, its entire right, title and interest in and to the Mark, including any registrations and any renewals thereof, and all goodwill symbolized by and associated with the portion of Assignor's business conducted under said Mark, whether such use is or has been pursuant to license, sublicense, agreement or permission, and in and to all causes of action, either in law or equity, for past, present or future infringement or misuse of, harm to or interference with the Mark which have been or could be asserted by Assignor. Assignor agrees to execute all papers and to perform such other proper acts as Assignee may deem necessary to secure for it or its designee the rights herein assigned and to record this Assignment with the U.S. Patent and Trademark Office.

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Assignor:  
Bazaarvoice, Inc.  
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Dated: \_\_\_\_\_, 2015

Assignee:  
Forbes LLC  
By:  \_\_\_\_\_  
Name: Nikki Kovac  
Title: ASSISTANT GENERAL COUNSEL  
Dated: 10/30, 2015