

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM369139

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Imation Corp.		01/04/2016	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DPI, Inc.		
Street Address:	900 N. 23rd Street		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63106		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	2748810	IS IT LIVE OR IS IT MEMOREX?	
Registration Number:	1557540	MEMOREX	
Registration Number:	1561916	MEMOREX	
Registration Number:	1686110	MEMOREX	
Registration Number:	2599345	MEMOREX	
Registration Number:	4534121	MEMOREX LIVE	
Registration Number:	4361961	MEMOREX SECURE	
Registration Number:	3917502	MEMOREX	
CORRESPONDENCE DATA			
Fax Number:	3146673633		
<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:	314-552-6000		
Email:	ipdocket@thompsoncoburn.com		
Correspondent Name:	Jennifer A. Visintine		
Address Line 1:	One US Bank Plaza		
Address Line 2:	Thompson Coburn LLP		
Address Line 4:	St. Louis, MISSOURI 63101		
ATTORNEY DOCKET NUMBER:	21244-152182		
NAME OF SUBMITTER:	Jennifer A. Visintine		

CH \$215.00 2748810

SIGNATURE:	/jennifer a. visintine/
DATE SIGNED:	01/14/2016
Total Attachments: 8 source=assignment#page1.tif source=assignment#page2.tif source=assignment#page3.tif source=assignment#page4.tif source=assignment#page5.tif source=assignment#page6.tif source=assignment#page7.tif source=assignment#page8.tif	

EXHIBIT B-1

IP Assignment

This IP Assignment is by and between Imation Corp., a Delaware corporation having offices at 1 Imation Way, Oakdale, Minnesota 55128 (the "Seller"), and DPI, Inc., a Missouri corporation having offices at 900 N. 23rd Street, St. Louis, Missouri 63106 ("Buyer"), as of January 4, 2016.

WHEREAS, Seller is the owner of all right, title, and interest in and to the trademarks listed on Schedule 1 hereto and the goodwill associated therewith (collectively, the "Trademarks");

WHEREAS, Buyer is desirous of acquiring all of Seller's right, title and interest in and to the Trademarks pursuant to a Trademark Purchase Agreement between Seller and Buyer dated January 4, 2016 (the "Agreement").

NOW THEREFORE, in consideration of the foregoing premises, the covenants and obligations set forth below, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Seller has sold, assigned and transferred, and hereby does sell, assign and transfer unto Buyer the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith, renewals and extensions thereof, and the right to sue for, and recover for, any past infringements thereof, to be held and enjoyed by Buyer, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Seller had no sale and assignment of said Trademarks been made.
2. Seller agrees to execute such further documents reasonably required by Buyer to secure and enforce the rights granted to Buyer under this IP Assignment.

This IP Assignment is executed in connection with and subject to the terms and conditions of the aforesaid Agreement. Seller and Buyer hereby acknowledge and agree that neither the representations and warranties nor the rights, remedies and obligations of any party under the Agreement will be deemed enlarged, limited, modified or altered in any way by this IP Assignment. To the extent that any conflict exists between any of the terms of this IP Assignment and the Agreement, the terms of the Agreement will prevail.

[SIGNATURE PAGES FOLLOW]

Seller Signature Page to IP Assignment

SELLER - Imation Corp.

By: [Signature]
Name: JAMES L. ELLIS
Title: VICE PRESIDENT

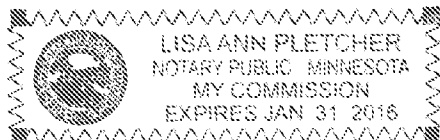
STATE OF Minnesota)
CITY OF Oakdale)

On this 4th day of January, 2016, before me personally appeared Jim Ellis, to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the City and State aforesaid, the day and year first above written.

[Signature]
Notary Public

My Commission Expires: January 31, 2016



Buyer Signature Page to IP Assignment

BUYER - DPI, Inc.

By: Paul Green
Name: Paul Green
Title: CFO

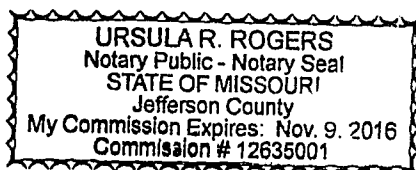
STATE OF MISSOURI)
)
CITY OF ST. LOUIS)

On this 4th day of December, 2015, before me personally appeared Paul Green to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the City and State aforesaid, the day and year first above written.

Ursula R. Rogers
Notary Public

My Commission Expires: Nov. 9, 2016



Schedule 1

Trademark Registrations, Applications, & Common Law Rights

A. Trademark Registrations and Applications

Country	Mark	Reg. No. / App. Ser. No.
Canada	EMEMOREX	TMA564,620
Canada	EMEMOREX.COM	TMA566,039
Canada	IS IT LIVE OR IS IT MEMOREX?	TMA674,496
China P.R.	IS IT LIVE OR IS IT MEMOREX?	3078528
Community Trademark	IS IT LIVE OR IS IT MEMOREX?	2505451
Hong Kong	IS IT LIVE OR IS IT MEMOREX?	2003B03885
Taiwan	IS IT LIVE OR IS IT MEMOREX?	1040241
United States	IS IT LIVE OR IS IT MEMOREX?	2748810
Australia	MEMOREX	307739
Austria	MEMOREX	66081
Bahamas	MEMOREX	15,561
Benelux	MEMOREX	360947
Benelux	MEMOREX	512363
Bermuda	MEMOREX	21973
Brazil	MEMOREX	821561693
Brazil	MEMOREX	825134625
Canada	MEMOREX	TMA181108
Canada	MEMOREX	TMA495643
Chile	MEMOREX	697423
China P.R.	MEMOREX	1518082
China P.R.	MEMOREX	1982392
Colombia	MEMOREX	162985
Community Trademark	MEMOREX	162073
Community Trademark	MEMOREX	2201242
Costa Rica	MEMOREX	148140
Czech Republic	MEMOREX	159305

Country	Mark	Reg. No. / App. Ser. No.
Dominican Republic	MEMOREX	26980
Dominican Republic	MEMOREX	53561
Ecuador	MEMOREX	2143.RENEWAL.942-93
Finland	MEMOREX	57780
Germany	MEMOREX	1047873
Germany	MEMOREX	DD643434
Great Britain	MEMOREX	851238
Great Britain	MEMOREX	1497297
Great Britain	MEMOREX	1119920
Great Britain	MEMOREX	957972
Greece	MEMOREX	64346
Honduras	MEMOREX	56.872
Hong Kong	MEMOREX	200216216
Hong Kong	MEMOREX	199305552
India	MEMOREX	354394B
Indonesia	MEMOREX	IDM000013561
Ireland	MEMOREX	100885
Israel	MEMOREX	85488
Israel	MEMOREX	48682
Italy	MEMOREX	1258092
Jamaica	MEMOREX	25792
Korea South	MEMOREX	266663
Korea South	MEMOREX	271426
Korea South	MEMOREX	581152
Malaysia	MEMOREX	M76480
Malaysia	MEMOREX	2003/02114
Mexico	MEMOREX	1006136
Mexico	MEMOREX	465924
Mexico	MEMOREX	154386
New Zealand	MEMOREX	218208
Nicaragua	MEMOREX	8516CC
Nicaragua	MEMOREX	27289CC
Norway	MEMOREX	78450
Pakistan	MEMOREX	76387
Panama	MEMOREX	119387

Country	Mark	Reg. No. / App. Ser. No.
Panama	MEMOREX	64662
Paraguay	MEMOREX	197792
Peru	MEMOREX	83851
Poland	MEMOREX	167714
Portugal	MEMOREX	204.063
Russian Federation	MEMOREX	131105
Singapore	MEMOREX	T77/73065B
Singapore	MEMOREX	T77/73067I
Singapore	MEMOREX	T77/73066J
Slovenia	MEMOREX	6980468
South Africa	MEMOREX	79/0710
Spain	MEMOREX	589541
Suriname	MEMOREX	15672
Switzerland	MEMOREX	373217
Taiwan	MEMOREX	976345
Thailand	MEMOREX	Kor67145
Thailand	MEMOREX	Kor9666
Thailand	MEMOREX	Kor183881
Trinidad	MEMOREX	11367
Turkey	MEMOREX	200125951
Ukraine	MEMOREX	29595
United States	MEMOREX	1557540
United States	MEMOREX	1,561,916
United States	MEMOREX	1,686,110
United States	MEMOREX	2,599,345
Uruguay	MEMOREX	416.149
Uruguay	MEMOREX	451.151 (form352.832
Vietnam	MEMOREX	69087
Hong Kong	MEMOREX (CHINESE CHARACTERS)	300893043
Taiwan	MEMOREX (CHINESE CHARACTERS)	360122

Country	Mark	Reg. No. / App. Ser. No.
Taiwan	MEMOREX (CHINESE CHARACTERS)	1014672
Hong Kong	MEMOREX (IN CHINESE CHARACTERS)	2003B06534
United States	MEMOREX LIVE	4534121
Australia	MEMOREX SECURE	1455444
Brazil	MEMOREX SECURE	FILED/PENDING
China P.R.	MEMOREX SECURE	10119911
Community Trademark	MEMOREX SECURE	10375079
India	MEMOREX SECURE	FILED/PENDING
Korea South	MEMOREX SECURE	977332
Mexico	MEMOREX SECURE	1315455
Singapore	MEMOREX SECURE	T1115286C
United States	MEMOREX SECURE	4361961

B. Common Law Trademarks

MEMOREX
MEMOREX LIVE
IS IT LIVE OR IS IT MEMOREX?

