

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM372458

| | | | |
|---|--|---------------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Agri-Trend Inc. | | 11/13/2015 | CORPORATION: CANADA |
| RECEIVING PARTY DATA | | | |
| Name: | Trimble Navigation Limited | | |
| Street Address: | 935 Stewart Drive | | |
| City: | Sunnyvale | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94085 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 11 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4583414 | AGADVANCE | |
| Registration Number: | 4637598 | AGRI-DATA | |
| Registration Number: | 4500121 | AGRI-COACH | |
| Registration Number: | 4632624 | GEO-COACH | |
| Registration Number: | 4468500 | CARBON-COACH | |
| Registration Number: | 4281075 | AGRI-TREND | |
| Serial Number: | 86741273 | AGRI-PRIZE | |
| Serial Number: | 86269977 | POWERZONE | |
| Serial Number: | 86130039 | AGRI-TREND BUSINESS-COACH | |
| Serial Number: | 86293532 | DATA-COACH | |
| Serial Number: | 85256974 | MARKET COACH | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4155760300 | | |
| <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: | (415) 576-0200 | | |
| Email: | vcordial@kilpatricktownsend.com | | |
| Correspondent Name: | Margaret C. McHugh | | |
| Address Line 1: | Kilpatrick Townsend & Stockton LLP | | |
| Address Line 2: | Two Embarcadero Center, 8th Floor | | |

OP \$290.00 4583414

Address Line 4: San Francisco, CALIFORNIA 94111-3833

ATTORNEY DOCKET NUMBER: 0941173

NAME OF SUBMITTER: Margaret C. McHugh

SIGNATURE: /Margaret C. McHugh/

DATE SIGNED: 02/08/2016

Total Attachments: 7

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Exhibit G

Trademark Assignment

This Trademark Assignment (this “**Trademark Assignment**”), dated as of November 13, 2015 (the “**Effective Date**”), is made by and between Agri-Trend Inc., an Alberta corporation (“**Assignor**”), and Trimble Navigation Limited, a Corporation (“**Purchaser**”).

WHEREAS, Assignor is the owner of the trademarks and trademark applications described on **Schedule 1** hereto (the “**Trademarks**”); and

WHEREAS, pursuant to the terms of that certain Amended and Restated Asset Purchase Agreement, by and among Purchaser, Agri-Trend Inc., an Alberta corporation, Agri-Data Inc., an Alberta corporation, Agri-Trend Canada Inc., an Alberta corporation, Agri-Trend USA, Inc., an Arizona corporation, Agri-Trend Aggregation Inc., an Alberta corporation, and certain stockholders of Assignor, dated as of November 13, 2015 (the “**Purchase Agreement**”), Assignor has agreed to assign to Purchaser all of Assignor’s right, title, and interest in and to the Trademarks (and the portion of the business of Assignor to which the Trademarks pertain), together with the goodwill associated therewith.

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

In connection with the transfer of the portion of the business to which the Trademarks pertain, Assignor hereby sells, transfers, conveys, assigns, and sets over unto Purchaser, and its successors and assigns, Assignor’s entire right, title and interest in and to the Trademarks, including, without limitation, all registrations and applications therefor and the right to apply for and register the Trademarks, in the United States of America and all foreign countries, together with the goodwill of Assignor’s business in which the Trademarks are used and symbolized by the Trademarks, all common law and statutory rights related thereto, all rights of renewal and extension, and the right to sue and recover for damages and profits for past infringements thereof.

This Trademark Assignment and all Legal Proceedings arising hereunder shall be governed by and construed in accordance with the Laws of the Province of Alberta and the Laws of Canada applicable therein without reference to such province’s principles of conflicts of Law. Any controversy, claim or Legal Proceeding arising out of or relating to this Trademark Assignment, or any breach or nonperformance hereof, shall be determined by arbitration administered by the International Centre for Dispute Resolution in accordance with its then-current International Arbitration Rules. In any such arbitration, the number of arbitrators will be three, the arbitration will be conducted in New York City, New York, U.S.A. and the arbitration will be conducted in the English language. Judgment upon any award rendered by the arbitrators may be entered in and enforced by any court having jurisdiction over the party hereto against which enforcement of such award is sought. Notwithstanding anything herein to the contrary, any party hereto shall be entitled to seek injunctive or other equitable relief in connection with any matter based upon or arising out of this Trademark Assignment or the matters contemplated herein in any forum having proper legal jurisdiction over such matter.

This Trademark Assignment shall inure to the benefit of and be binding upon Purchaser and Assignor and their respective successors and assigns. This Trademark Assignment may be executed in one or more counterparts, all of which shall be considered one and the same agreement and shall become effective when one or more counterparts have been signed by each of the parties hereto and delivered to the other parties hereto, it being understood that all parties hereto need not sign the same counterpart. Any such signature page shall be effective as a counterpart signature page hereto without regard to page, document or version numbers or other identifying information thereon, which are for convenience of reference only. This Trademark Assignment may be executed by facsimile or .PDF signature, and a facsimile or .PDF signature will constitute an original signature for all purposes.

[Remainder of Page Intentionally Left Blank.]

IN WITNESS WHEREOF, each of the undersigned has executed this Trademark Assignment as of the Effective Date.

ASSIGNOR:

AGRI TREND INC.

By:

Name:

Title:



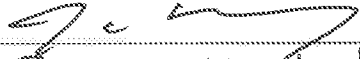
Handwritten signature of Robert D. Jalk, written over a dotted line. The signature is in cursive and includes the name "ROBERT D. JALK".

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT AGREEMENT (COMPANY TO TNL)]

TRADEMARK
REEL: 005726 FRAME: 0907

PURCHASER:

TRIMBLE NAVIGATION LIMITED

By: 
Name: James A. Kineland
Title: Vice President

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT AGREEMENT (COMPANY TO TNL)]

TRADEMARK
REEL: 005726 FRAME: 0908

Schedule 1

Trademarks

| Mark / Reg. No. | Goods and Services |
|---|---|
| AGRI-TREND <i>USA</i> Word Mark Reg. No. 4281075 | IC 035. US 100 101 102. Business information services in the field of agriculture, agrology and agronomy, namely, providing agricultural market research information; consulting services regarding business strategies in the field of agriculture, agrology and agronomy, namely, soil management, land cultivation, and crop production information, crop planning information, agricultural commodity marketing information, agricultural business management information, carbon offset and carbon credit market business management information; agricultural commodity marketing strategies, agricultural business management; providing business data analysis. FIRST USE: 19980130. FIRST USE IN COMMERCE: 19980130 IC 044. US 100 101. Consulting services in the field of agriculture, agrology and agronomy, namely, developing soil management, land cultivation, and crop production strategies, crop planning strategies, and providing agricultural data analysis; and advising others on such strategies. FIRST USE: 19990130. FIRST USE IN COMMERCE: 19990130 |
| AGRI-COACH <i>USA</i> Word Mark Reg. No. 4500121 | IC 009. US 021 023 026 036 038. G & S: Electronic publications, namely, booklets, newsletters, manuals, pamphlets, brochures and periodicals in the field of agriculture, agrology and agronomy; CDs and DVDs containing video and audio materials in the field of agriculture, agrology and agronomy; Computer programs and software for productivity analysis, soil analysis, crop planning and soil management, for use in the field of agricultural business management, agriculture, agrology and agronomy IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed publications, namely, booklets, newsletters, manuals, pamphlets, brochures and periodicals in the field of agriculture, agrology and agronomy. FIRST USE: 19980131. FIRST USE IN COMMERCE: 19980131 IC 035. US 100 101 102. G & S: (Based on 44(e)) (Based on Use in Commerce) Business information services in the field of agriculture, agrology and agronomy, namely, providing business information pertaining to soil management, land cultivation and crop production, and providing agricultural business management information; agricultural business management and advising others on agricultural business management strategies; offering business management assistance in the establishment and operation of consulting businesses in the field of agriculture, agrology and agronomy. FIRST USE: 19980131. FIRST USE IN COMMERCE: 20000630 IC 044. US 100 101. G & S: (Based on 44(e)) (Based on Use in Commerce) Consulting services in the field of agriculture, agrology and agronomy, namely, consulting on developing soil management, land cultivation, and crop production strategies, crop planning strategies and providing agriculture, agrology and agronomy advice to others on such strategies; Providing a website featuring news, education and information in the field of agriculture, namely, soil management, land cultivation, crop production and crop planning; Providing links to websites of others featuring agricultural advice related to soil management, land cultivation, crop production and crop planning |
| AGRI-DATA <i>U.S.A</i> Word Mark Reg. No. 4637598 | IC 009. US 021 023 026 036 038. G & S: (Based on 44(e)) computer software for use in the field of business management, namely, for managing and analyzing crop and field conditions and optimal crop yield, and for business administration in the nature of assisting in decision-making in commodity marketing. FIRST USE: 20030228. FIRST USE IN COMMERCE: 20140514 |

| Mark / Reg. No. | Goods and Services |
|---|--|
| GEO-COACH <i>U.S.</i> Word Mark Reg No. 4,632,624 | IC 042. US 100 101. G & S: Agricultural research consulting services in the field of Geographic Information Services (GIS), namely the provision of technological consulting services for others by accessing, retrieving, mapping, and analyzing geographic and spatial data; consulting services in the field of agriculture, namely, the use of Global Positioning System (GPS) hardware and software for the purpose of generating and analyzing digital terrain models (DTM) for the agriculture industry. FIRST USE: 20071231. FIRST USE IN COMMERCE: 20131231 IC 044. US 100 101. G & S: Consulting services in the field of agriculture, namely, the provision of consulting services to others by crop, plant, nutrient and land observing for analysis purposes through retrieval and analysis of field and crop data, remote sensing in agriculture, namely, recording, retrieving and analyzing field and crop data from satellite or arial imagery from data sources in the visible and non-visible spectrum. FIRST USE: 20071231. FIRST USE IN COMMERCE: 20131231 |
| CARBON-COACH <i>U.S.A</i> Word Mark Reg No. 4500121 | WARES (1) Computer programs and software for use in the field of carbon aggregation, namely aggregation of emission offsets or credits. SERVICES: (1) Consulting services in the field of carbon offset and carbon credit markets, namely advising others on tillage management protocols and other protocols for Green House Gas (GHG) reduction requirements and the generation of emission offsets and carbon offset credits in the agricultural sector. (2) Consulting services in the field of carbon offset and carbon credit markets, namely advising others on qualification requirements and participation in regulated carbon credit trading and carbon offset programs, and providing information and advice in relation to carbon offset aggregation, regulated carbon credit trading and carbon-offset programs in the agricultural sector. (3) Consulting services in the field of carbon offset and carbon credit markets, namely retrieving and analysing data and facilitating transactions for persons generating carbon credits in the agricultural sector. |
| DATA-COACH. <i>U.S.A</i> Word Mark App. No. 86293532 | IC 035. US 100 101 102. G & S: Business development and advisory services for farmers and agricultural organizations on soil management, land cultivation, and crop production strategies; Business development and advisory services for farmers and agricultural organizations on agricultural commodity marketing, namely, grain and crop marketing; agricultural business management using data analysis, namely, the collection, analysis and interpretation of crop-production data, soil-management data, agricultural commodity marketing data and financial data for farmers and agricultural organizations and providing business strategy advice to farmers and agricultural organizations based on such data |
| MARKET COACH <i>U.S.A</i> Word Mark App. No. 85256974 | IC 035. US 100 101 102. G & S: Business consulting services in the field of agriculture, namely, advising on grain and crop selling and buying strategies for others, and agricultural business management; Consulting services, namely, analysing business data and advising on business strategies for persons growing and selling crops |
| agADVANCE <i>U.S.A</i> Word Mark Application 86130117 | G & S: Downloadable electronic publications in the nature of online magazines in the field of news and information about the agriculture industry. FIRST USE: 20131031. FIRST USE IN COMMERCE: 20131031 IC 016. US 002 005 022 023 029 037 038 050. G & S: Magazines featuring news and information related to the agriculture industry. FIRST USE: 20131031. FIRST USE IN COMMERCE: 20131031 |

| Mark / Reg. No. | Goods and Services |
|---|--|
| <p>POWERZONE</p> <p><i>U.S.A</i></p> <p>Word Mark Application 86/269,977</p> | <p>IC 042. US 100 101. G & S: (Based on Use in Commerce) Agricultural services to agricultural growers, farmers and crop producing organizations, namely, mapping of topography and acreage of agricultural fields using global positioning systems (GPS), geographic information systems (GIS) soil testing and other parameters to assist in improvement of crop yields, quality of crops, costs of production, labor expenditure and other factors. FIRST USE: 20130217. FIRST USE IN COMMERCE: 20140205</p> <p>IC 044. US 100 101. G & S: (Based on Intent to Use) agricultural services, namely, providing agricultural advice to assist agricultural growers, farmers and crop producing organizations in managing and improving their crops</p> |
| <p>AGRI-TREND BUSINESS-COACH</p> <p><i>U.S.A</i></p> <p>Word Mark Application 86130039</p> | <p>IC 036. US 100 101 102. G & S: Providing information in insurance matters to farmers; Providing financial information about loans to farmers; providing financial information about mortgages to farmers; providing bank account information to farmers; providing financial information about investment opportunities to farmers; providing financial information and advice about corporate financing methods to farmers</p> |
| <p>AGRI-PRIZE</p> <p><i>U.S.A</i></p> <p>Word Mark App. No. 86741273</p> | <p>IC 035 Services of organizing international business innovation competitions and conducting an award program to promote idea generation for the purpose of producing improvements and advancements in agricultural technology, farming techniques and agricultural business.</p> |