

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM377102

<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>
Fresh Beginnings, Inc.		02/29/2016	Corporation: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Data Software Services, L.L.C.		
<b>Street Address:</b>	4001 Coleman Road North		
<b>City:</b>	N. Valdosta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	31602		
<b>Entity Type:</b>	Limited Liability Company: GEORGIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3067052	ELEAD	
<b>Registration Number:</b>	2924715	ELEAD CRM	
<b>Registration Number:</b>	2756730	ELEAD TRACK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8669471121		
<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>	5852631065		
<b>Email:</b>	nytm@nixonpeabody.com		
<b>Correspondent Name:</b>	Kristen M. Walsh, Nixon Peabody LLP		
<b>Address Line 1:</b>	1300 Clinton Square		
<b>Address Line 4:</b>	Rochester, NEW YORK 14604		
<b>ATTORNEY DOCKET NUMBER:</b>	66096/800000		
<b>NAME OF SUBMITTER:</b>	Colleen M. Raimond		
<b>SIGNATURE:</b>	/Colleen M. Raimond/		
<b>DATE SIGNED:</b>	03/18/2016		
<b>Total Attachments: 2</b>			
source=Trademark Assignment[2]#page1.tif			
source=Trademark Assignment[2]#page2.tif			

CH \$90.00 3067052

**TRADEMARK ASSIGNMENT**

This ASSIGNMENT is made by Fresh Beginnings, Inc., a Georgia corporation, having an address of 4001 Coleman Road North, Valdosta, Georgia 31602 (the "Assignor"), and Data Software Services, L.L.C., a Georgia limited liability company, having an address of 4001 Coleman Road North, N. Valdosta, Georgia 31602 (together with its successors and assigns, the "Assignee").

The Assignor has adopted, owns, and is using certain trademarks relating to the ELEAD brand for which the Assignor owns the trademark registrations and all common law rights associated therewith, including those that are listed in Schedule A attached hereto and incorporated herein by reference (collectively, the "Marks").


The Assignor has agreed to assign to the Assignee all of the rights, title, and interests of the Assignor in and to the Marks, and the Assignee has agreed to accept said assignment.

For TEN DOLLARS (USD) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee, and the Assignee hereby accepts from the Assignor, all of the rights, title, and interests of the Assignor in and to the Marks, together with the goodwill of the business symbolized by the Marks, with the right to recover for damages and profits and all other remedies for past infringements thereof.

**ASSIGNOR:**

Fresh Beginnings, Inc.

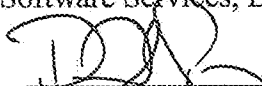
Dated: February 29, 2016

By:   
Name: DAVID A. PENNEY  
Title: CFO

**ASSIGNEE:**

Data Software Services, L.L.C.

Dated: February 29, 2016

By:   
Name: DAVID A. PENNEY  
Title: CFO

**SCHEDULE A**

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>	<b>Status</b>
ELEAD	3067052	03/14/2006	Registered
ELEAD CRM	2924715	02/08/2005	Renewed
ELEAD TRACK	2756730	08/26/2003	Renewed