

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM387992

<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>
Silverpop Systems, Inc.		05/27/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	International Business Machines Corporation		
<b>Also Known As:</b>	IBM Corporation		
<b>Street Address:</b>	New Orchard Road		
<b>City:</b>	Armonk		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10504		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85658039	COREMOTIVES	
<b>Serial Number:</b>	85796320	S SILVERPOP	
<b>Serial Number:</b>	77680721	SILVERPOP ENGAGE	
<b>Serial Number:</b>	77680717	SILVERPOP ENGAGE B2B	
<b>Serial Number:</b>	85440016	SNOOZE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	914-765-4353		
<b>Email:</b>	ibmtm@us.ibm.com		
<b>Correspondent Name:</b>	Leonora Hoicka		
<b>Address Line 1:</b>	North Castle Drive		
<b>Address Line 4:</b>	Armonk, NEW YORK 10504		
<b>NAME OF SUBMITTER:</b>	Grazia T. Micewicz		
<b>SIGNATURE:</b>	/Grazia T. Micewicz/		
<b>DATE SIGNED:</b>	06/15/2016		
<b>Total Attachments: 2</b>			

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ASSIGNMENT

ASSIGNMENT made this 27<sup>th</sup> day of May, 2016, between Silverpop Systems Inc., a corporation organized and existing under the laws of Delaware, with a place of business at Suite 1000, 200 Galleria Parkway, Atlanta, Georgia 30339 ("Assignor"); and International Business Machines Corporation, a corporation organized and existing under the laws of New York, with a place of business at New Orchard Road, Armonk, NY 10504 ("Assignee");

WHEREAS, the Assignor represents and warrants it has adopted, used and is using; and is the sole owner of the entire right, title and interest, including the goodwill associated therewith, in and to the trademarks on the attached list and is assigning the marks in the identified applications and registrations as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. § 1060;

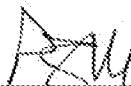
WHEREAS, Assignee is desirous of acquiring said marks, trademark applications and registrations and applications thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby irrevocably assigns, transfers and conveys to the Assignee, its successors, assigns or other legal representatives, all rights, title and interest in and to the said marks, and registrations and applications for trademark applications and registrations in the United States, with the goodwill of the business symbolized by the marks.

This assignment is effective as of March 1, 2016.

ASSIGNOR: Silverpop Systems Inc.

By:



Name: Patrick J. Mulroney

Title: Secretary

LIST OF MARKS

<b>Mark</b>	<b>Ser. No.</b>
COREMOTIVES	85658039
S SILVERPOP and Device	85796320
SILVERPOP ENGAGE	77680721
SILVERPOP ENGAGE B2B	77680717
SNOOZE	85440016