

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM391212

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/24/2016
RESUBMIT DOCUMENT ID:	900369309

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VoteTru LLC		03/24/2016	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Medallia, Inc.
Street Address:	395 Page Mill Road
Internal Address:	Suite 100
City:	Palo Alto
State/Country:	CALIFORNIA
Postal Code:	94306
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	86978062	HUDDLEUP

CORRESPONDENCE DATA

Fax Number: 2123032754

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.

Phone: 2129122909

Email: trademark@lockelord.com, maria.scungio@lockelord.com,
danielle.gorman@lockelord.com

Correspondent Name: Maria A. Scungio

Address Line 1: Church Street Station; P.O. Box 1470

Address Line 4: New York, NEW YORK 10008-1470

ATTORNEY DOCKET NUMBER:	1509487.00011
NAME OF SUBMITTER:	Maria A. Scungio
SIGNATURE:	/maria a. scungio/
DATE SIGNED:	07/12/2016

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

BY AND BETWEEN

VoteTru LLC, a limited liability company of the State of Delaware with an address at 40 Hampshire Road, Wellesley, Massachusetts 02481 (hereinafter referred to as the “**Assignor**”)

AND

Medallia, Inc., a corporation of the State of Delaware with an address at 395 Page Mill Road, Suite 100, Palo Alto, California 94306 (hereinafter referred to as the “**Assignee**”) (hereinafter Assignor and Assignee are collectively referred to as the "Parties").

WHEREAS:

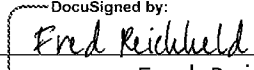
- A.** Assignor has adopted and used in United States commerce and is the owner of the trademark **HUDDLEUP** in the United States, Canada, and the European Union, the particulars of which are set forth in Schedule A (the "Marks");
- B.** Assignee wishes to acquire the Marks from Assignor; and
- C.** Assignor is willing to transfer the Marks to Assignee, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, and set over unto Assignee all right, title and interest and associated goodwill in and to the Marks within the United States of America and elsewhere, including such enforceable unregistered rights as have been established through use of the Marks in commerce in the United States of America or elsewhere, together with all claims for past infringement thereof.

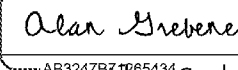
This Trademark Assignment is binding upon and inures to the benefit of the parties and their respective successors and assigns.

IN WITNESS WHEREOF, each party has caused this Assignment to be executed by its duly authorized officer, effective as of **March 24, 2016**.

ASSIGNOR:
VOTETRU LLC

By: 
DocuSigned by:
Name: Fred Reichheld
60CF3A97F24647...
Title: Manager

ASSIGNEE:
MEDALLIA, INC.

By: 
DocuSigned by:
Name: Alan Grebene
AB3247B71E65434
Title: VP & GC

SCHEDULE A

Mark	Country	Application No.	Application Date
HUDDLEUP	United States	86/978,062	Nov. 15, 2013
HUDDLEUP	Canada	1675333	May 2, 2014
HUDDLEUP	European Union (EUTM)	12838165	May 1, 2014