

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM393781

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Specialty Equipment Warranty Alliance		07/18/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Specialty Equipment Market Association		
Also Known As:	SEMA		
Street Address:	1575 S. Valley Vista Drive		
City:	Diamond Bar		
State/Country:	CALIFORNIA		
Postal Code:	91765		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4956785	SEMA SEARCH	
Registration Number:	4905835	SEARCH CLICK FOUND	
Registration Number:	4780430	SEMA DATA CO-OP	
Registration Number:	3747165	P PROPLEDGE SEMA - MEMBER GUARANTEE	
Registration Number:	3747163	PROPLEDGE	
CORRESPONDENCE DATA			
Fax Number:	2026591559		
<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:	202-457-0160		
Email:	DWTrademarks@dickinson-wright.com		
Correspondent Name:	Steven D. Lustig		
Address Line 1:	1825 Eye Street		
Address Line 2:	Suite 900		
Address Line 4:	Washington, D.C. 20006		
NAME OF SUBMITTER:	Steven D. Lustig		
SIGNATURE:	/Steven D. Lustig/		
DATE SIGNED:	08/04/2016		

OP \$140.00 4956785

Total Attachments: 3

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TRADEMARK ASSIGNMENT

ASSIGNMENT made this 18 day of July, 2016, by and between Specialty Equipment Warranty Alliance d/b/a SEMA Data Cooperative (hereinafter "Assignor"), a California Corporation, located at 1575 S. Valley Vista Drive, Diamond Bar, California 91765 and Specialty Equipment Market Association a/k/a SEMA (hereinafter "Assignee"), a California Corporation, located at 1575 S. Valley Vista Drive, Diamond Bar, California 91765.

WHEREAS, Assignor has adopted and is using the service marks set forth below ("Marks"):

<u>MARK</u>	<u>Application/Registration No.</u>	<u>Country</u>
SEMA SEARCH	86456600 / 4956785	USA
	1724977	Canada
	1252227	WIPO/IR
	1252227	Mexico
SEARCH CLICK FOUND	86357448 / 4905835	USA
SEMA DATA CO-OP	86342148 / 4780430	USA
	1711011	Canada
	77121051 / 3747165	USA
PROPLEDGE	77119962 / 3747163	USA

WHEREAS, Assignee is desirous of acquiring the Marks and the goodwill of the business associated therewith, as well as the U.S. federal, Canadian, Mexican and all other international applications and registrations therefor.

NOW, THEREFORE, in consideration of ten dollars (\$10.00), the receipt of which is hereby acknowledged, Assignor conveys, transfers, and assigns to Assignee all its right, title, and interest in and to the Marks and the U.S. federal, Canadian, Mexican and all other international applications and registrations therefore as identified above, together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

Assignor warrants that it has good and valid title to the Marks, including the applications and registrations therefor. Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment at Assignee's expense and request, as well as provide such other material, information, or assistance as Assignee may consider necessary.


This Assignment shall be binding on the parties, their successors, and/or assigns and all others acting by, or under their direction, and all those in privity therewith.

SPECIALTY EQUIPMENT WARRANTY ALLIANCE
d/b/a SEMA Data Cooperative

By: _____

Title: _____

Date: _____


PACS & CEO
7/18/16

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

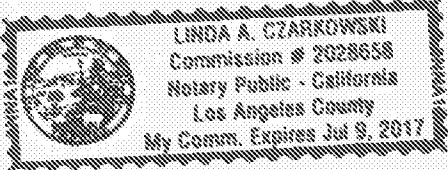
State of California

County of Los Angeles

On July 18, 2016 before me, LINDA A. CZAROWSKI NOTARY PUBLIC

personally appeared CHRISTOPHER J. KERSTING

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Linda A. Czarowski

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

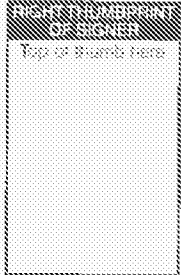
Title or Type of Document: _____

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

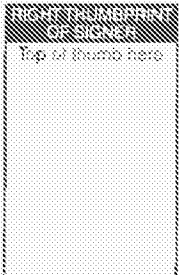
Capacity(ies) Claimed by Signer(s)

- Signer's Name: _____
- Individual
 - Corporate Officer --- Title(s): _____
 - Partner --- Limited General
 - Attorney in Fact
 - Trustee
 - Guardian or Conservator
 - Other: _____



Signer Is Representing: _____

- Signer's Name: _____
- Individual
 - Corporate Officer --- Title(s): _____
 - Partner --- Limited General
 - Attorney in Fact
 - Trustee
 - Guardian or Conservator
 - Other: _____



Signer Is Representing: _____

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