

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM407933

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ThinkVine Corporation		10/11/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Ignite Marketing Analytics, Inc.		
Street Address:	401 Congress Avenue		
Internal Address:	Suite 2650		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3044451	THINKVINE	
Registration Number:	4461445	SMARTPLAN	
Registration Number:	4541867	SMARTMIX	
Registration Number:	4973473	SMARTSPEND	
Registration Number:	4720707	SMARTROI	
CORRESPONDENCE DATA			
Fax Number:	5122874866		
<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:	512-656-7960		
Email:	brian.spross@jonesspross.com		
Correspondent Name:	Brian Spross		
Address Line 1:	1605 Lakecliff Hills Lane		
Address Line 2:	Suite 100		
Address Line 4:	Austin, TEXAS 78732		
NAME OF SUBMITTER:	Brian Spross		
SIGNATURE:	/brian spross/		
DATE SIGNED:	12/06/2016		

OP \$140.00 3044451

Total Attachments: 5

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Trademark Assignment

This TRADEMARK ASSIGNMENT, dated as of October 11, 2016 (the "Assignment"), is made by and between ThinkVine Corporation, a Delaware corporation with a principal place of business at 10816 Millington Ct., Cincinnati, OH 45242 ("Assignor"), and Ignite Marketing Analytics, Inc. a Delaware corporation with a principal place of business at 401 Congress Avenue, Suite 2650, Austin TX 78701 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the trademarks set forth in Exhibit A hereto and incorporated by reference herein (the "Assigned Marks"); and

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest throughout the world in and to the Assigned Marks together with the goodwill of Assignor's business symbolized by the Assigned Marks and together with the business of Assignor in connection with which Assignor has used the Mark in interstate commerce, which is ongoing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment. Assignor does hereby transfer, assign, convey and deliver to Assignee:
 - a. all of Assignor's right, title and interest throughout the world in and to the Assigned Marks together with the goodwill of the Assignor's business symbolized by the Assigned Marks in connection with which Assignor used the Assigned Marks in interstate commerce, including without limitation all of the rights in damages for past, present and future infringements of the Assigned Marks.
 - b. all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;
 - c. any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing, except as otherwise agreed in writing between Assignor and Assignee; and
 - d. any and all claims and causes of action, with respect to any of the foregoing, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation. Assignor authorizes and requests the Commissioner of the USPTO or such other applicable officer of any foreign Trademark Office to record ownership of the applicable registered Trademarks set forth in Exhibit A as the property of Assignee.

3. Further Action. From time to time after the date hereof, and for no further consideration, Assignor and Assignee shall execute, acknowledge and deliver such assignments, transfers, consents, assumptions and other documents and instruments and take such other actions as may reasonably be necessary to consummate the transactions contemplated hereby.

4. Counterparts. This Assignment may be executed simultaneously in one or more counterparts (including by facsimile or electronic .pdf submission), and by the different parties in separate counterparts, each of which when executed shall be deemed to be an original, but all of which shall constitute one and the same agreement.

[Signature Page Follows.]

IN WITNESS WHEREOF, the parties hereof have caused this Assignment to be executed as of the date first written above by their respective authorized representatives.

ASSIGNOR:

THINKVINE CORPORATION

By: [Signature]

Name: DAMON RAGUSA

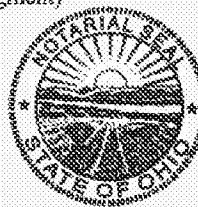
Title: CEO

ACKNOWLEDGMENT

STATE OF OHIO)
COUNTY OF Hamilton) :SS:

On Oct. 11, 2016 before me the undersigned notary public, personally appeared Damon Ragusa, proved to me through satisfactory evidence of identification, which was his/her state-issued driver's license, to be the person(s) whose name(s) is/are signed on the preceding or attached document and acknowledged to me that he/she/they signed it voluntarily for its stated purpose as trademark assignment for ThinkVine Corporation, a Delaware corporation.

[Signature]
(signature and office of individual taking acknowledgment)



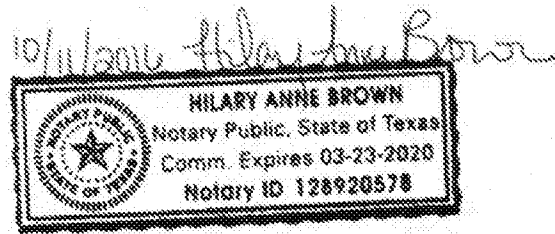
MARINA HUBBARD
Notary Public, State of Ohio
My Commission Expires 04-20-2021

ASSIGNEE:

IGNITE MARKETING ANALYTICS, INC.

By: [Signature]
Name: Andrew S. Price
Title: CFO

ACKNOWLEDGMENT



STATE OF TEXAS)
)
COUNTY OF TRAVIS)

SS:

On Oct. 11, 2016 before me the undersigned notary public, personally appeared Andrew S. Price, proved to me through satisfactory evidence of identification, which was his/her state-issued driver's license, to be the person(s) whose name(s) is/are signed on the preceding or attached document and acknowledged to me that he/she/they signed it voluntarily for its stated purpose as Chief Financial Officer for Ignite Marketing Analytics, Inc. a Delaware corporation.

Hilary Anne Brown
(signature and office of individual taking acknowledgment)

Exhibit A

Registered Trademarks

Mark	Reg. No.	Reg. Date	Jurisdiction
THINKVINE	3,044,451	January 17, 2006	United States
SMARTPLAN	4,461,445	January 7, 2014	United States
SMARTMIX	4,541,867	June 3, 2014	United States
SMARTSPEND	4,973,473	June 7, 2016	United States
SMARTROI	4,720,707	April 14, 2015	United States

Common Law Trademarks

The Science of Business Growth
Marketing Science. Decision Support