

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412825

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MeLLmo Inc.		02/16/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SAP SE		
Street Address:	Dietmar-Hopp-Allee 16		
City:	Walldorf		
State/Country:	GERMANY		
Postal Code:	69190		
Entity Type:	Societas Europae (Se): GERMANY		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4525525	ROAMBI	
Registration Number:	4863661		
Registration Number:	4525523		
Registration Number:	4525527	UNDERSTAND YOUR NUMBERS	
Registration Number:	4525529	TELL THE STORY	
Registration Number:	4601808	ROAMBI FLOW	
Serial Number:	85798025	THE PULSE OF YOUR BUSINESS, IN THE PALM	
Registration Number:	4846240	ROAMBI ANALYTICS	
Registration Number:	3861332	ROAMBI	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	david.davis@bakermckenzie.com, colleen.brennan@bakermckenzie.com		
Correspondent Name:	David J. Davis		
Address Line 1:	300 East Randolph Street, Suite 5000		
Address Line 2:	Baker & McKenzie LLP		
Address Line 4:	Chicago, ILLINOIS 60601		

CH \$240.00 4525525

DOMESTIC REPRESENTATIVE

Name: David J. Davis
Address Line 1: 300 East Randolph Street, Suite 5000
Address Line 2: Baker & McKenzie LLP
Address Line 4: Chicago, ILLINOIS 60601

NAME OF SUBMITTER: David J. Davis

SIGNATURE: /david j. davis/

DATE SIGNED: 01/17/2017

Total Attachments: 14

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment"), effective as of February 16, 2016, is made and entered into by and among MeLLmo Inc., a Delaware corporation (the "Assignor"), and SAP SE, a European company (the "Assignee"). Capitalized terms which are used but not otherwise defined in this Assignment will have the meaning ascribed to such terms in the Purchase Agreement.

A. Assignor and SAP America, Inc., a Delaware corporation entered into that certain Asset Purchase Agreement, dated February 3, 2016 (the "Purchase Agreement"), pursuant to which Assignee has agreed to purchase, among other things, the Trademarks owned by Seller and used or held for use in, or necessary for the conduct of, the Business, including those set forth on Exhibit A hereto and the Trademark registrations therefor (including any and all goodwill symbolized thereby) ("Acquired Trademarks");

B. Assignor is the owner of each of the Acquired Trademarks and desires to assign all of Assignor's right, title and interest in and to the Acquired Trademarks to Assignee; and

C. The execution and delivery of this Assignment is a condition to Closing.

NOW THEREFORE, in consideration of the foregoing and for other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. Effective upon Closing, Assignor hereby sells, transfers, assigns, conveys and delivers to Assignee, and Assignee hereby accepts the sale, transfer, assignment, conveyance and delivery of, all right, title and interest in and to the Acquired Trademarks, including all rights therein provided by international conventions and treaties, all rights of renewals, and all rights to sue and recover damages for past, present and future infringement, dilution, misappropriation, unlawful imitation or other violation thereof or conflict therewith.

2. Further Assurances. (a) Assignor will timely execute and deliver any additional documents and perform such additional acts that may be necessary or desirable to assist Assignee (or its successors, assigns or legal representatives) in the implementation, recordation or perfection of this Assignment and Assignee's interest in and to the Acquired Trademarks. (b) If Assignee is unable for any reason to secure Assignor's signature to any document it is entitled to under Paragraph (a) hereof, Assignor hereby irrevocably designates and appoints Assignee, and Assignee's duly authorized officers, agents and representatives, as its agents and attorneys-in-fact with full power of substitution to act for and on the behalf and instead of Assignor, to execute and file any such document or documents and to do all other lawfully permitted acts to further the purposes of this Assignment with the same legal force and effect as if executed by Assignor.

3. Due Authorization. Assignor hereby authorizes and requests the Office of the Commissioner for Trademarks of the United States and any other official of any applicable

Governmental Authority to issue any and all registrations from any and all applications for registration included in the Acquired Trademarks to and in the name of Assignee.

4. Governing Law. This Assignment will be governed by and construed and enforced in accordance with the laws of the State of Delaware, without regard to principles of conflicts of law. Any dispute arising under or in connection with this Assignment will be resolved in any state or federal courts located in the State of Delaware, and the parties hereby submit to the exclusive jurisdiction of such courts in respect of any such proceeding.

5. Counterparts. This Assignment may be executed and delivered (including by facsimile transmission) in one or more counterparts, and by the different parties hereto in separate counterparts, each of which when executed will be deemed to be an original, but all of which taken together will constitute one and the same agreement.

[Remainder of page intentionally left blank]

Each party has caused this Assignment to be executed by its duly authorized representative.

MELLMO INC.

By: 

Name: Claire B. Remillard

Title: CFO

SAP SE

By: _____

Luka Mucic

Chief Financial Officer

By: _____

Michael Junge


General Counsel

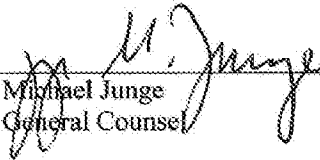
Each party has caused this Assignment to be executed by its duly authorized representative.

MELLMO INC.

By: _____
Name:
Title:


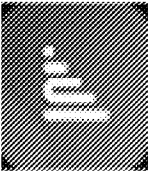
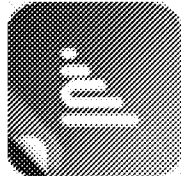
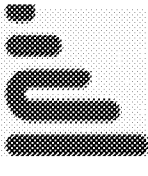
SAP SE

By:  _____
Lusa Mucic
Chief Financial Officer


By:  _____
Michael Junge
General Counsel

(Signature Page to Assignment of Trademarks)

EXHIBIT A
TRADEMARKS

Image	MMI No.	Country	Mark Name	Mark Type	Status	App. No.	App. Date	Reg. No.	Reg. Date
	38494US01	United States	ROAMBI and Design	Trademark/Service Mark	REGISTERED	860734 92	09/24/2013	45255 25	05/06/2014
	38495US01	United States	Roambi Analytics Icon	Trademark/Service Mark	FILED	860735 33	09/24/2013		
	38496US01	United States	Roambi Flow Icon	Trademark/Service Mark	REGISTERED	860735 41	09/24/2013		
	38493US01	United States	Roambi Design	Trademark/Service Mark	REGISTERED	860734 81	09/24/2013	45255 23	05/06/2014

ROANBBI FLOW	Not Applicable	United States	Roanbbi Flow	Trademark	REGISTERED	853851 00	07/29/2 011	46018 08	09/09/2 014
	Not Applicable	United States	THE PULSE OF YOUR BUSINESS, IN THE PALM OF YOUR HAND	Trademark/Service Mark	FILED	857980 25	12/07/2 012		
ROANBBI ANALYTICS	Not Applicable	United States	Roanbbi Analytics	Trademark/Service Mark	REGISTERED	853850 98	07/29/2 011	48462 40	11/03/2 015
	Not Applicable	United States	UNLOCK THE FLOW OF YOUR BUSINESS	Trademark/Service Mark	FILED	853850 95	07/29/2 011		

	Not Applicable	United States	ROAMBI	Trademark/Service Mark	REGISTERED	77459580	04/28/2008	3854235	9/28/10
	Not Applicable	United States	FREE-RANGE INTELLIGENCE	Trademark/Service Mark	REGISTERED	77459568	04/28/2008	3864917	10/19/2010
ROAMBI	Not Applicable	United States	ROAMBI	Trademark/Service Mark	REGISTERED	77459560	04/28/2008	3861332	10/12/2010
	Not Applicable	EU (Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary,	ROAMBI	Trademark/Service Mark	INTERNATIONAL TRADEMARK				

			Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands , Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and the United Kingdom)							
	Not Applicable	China	ROAMBI	Trademark/Service Mark	INTERNATIONAL TRADEMARK					
	Not Applicable	Brazil	ROAMBI	Trademark/Service Mark	INTERNATIONAL TRADEMARK					

	Not Applicable	Australia	ROAMBI	Trademark/Service Mark	INTERNATIONAL TRADEMARK				
	Not Applicable	EU (Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and the United Kingdom)	Roambi Analytics	Trademark/Service Mark	INTERNATIONAL TRADEMARK				

	Not Applicable	China	Roambi Analytics	Trademark/Service Mark	INTERNATIONAL TRADEMARK				
	Not Applicable	EU (Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and the United Kingdom)	Roambi Flow	Trademark/Service Mark	INTERNATIONAL TRADEMARK				

	Not Applicable	China	Roaming Flow	Trademark/Service Mark	INTERNATIONAL TRADEMARK				
	Not Applicable	EU (Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands , Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and the United Kingdom)	UNLOCK THE FLOW OF YOUR BUSINESS	Trademark/Service Mark	INTERNATIONAL TRADEMARK				

		EU (Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembo urg, Malta, the Netherlan ds, Poland, Portugal, Romania,	THE PULSE OF YOUR BUSINE SS, IN THE PALM OF YOUR HAND	Trademark/Se vice Mark	INTERNATIO NAL TRADEMAR K				
	Not Applica ble								

		Slovakia, Slovenia, Spain, Sweden, and the United Kingdom)								
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