

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM414029

<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>
EBSCO Industries, Inc.		01/30/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Plum Analytics, Inc.		
<b>Street Address:</b>	5724 Highway 280 East		
<b>City:</b>	Birmingham		
<b>State/Country:</b>	ALABAMA		
<b>Postal Code:</b>	35242		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86444980	PLUM PRINT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2059814046		
<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>	205-408-4895		
<b>Email:</b>	wdimon@ebSCO.com		
<b>Correspondent Name:</b>	Wanda Dimon		
<b>Address Line 1:</b>	5724 Highway 280 E		
<b>Address Line 2:</b>	Legal Services		
<b>Address Line 4:</b>	Birmingham, ALABAMA 35242		
<b>NAME OF SUBMITTER:</b>	Wanda Dimon		
<b>SIGNATURE:</b>	/wd/		
<b>DATE SIGNED:</b>	01/30/2017		
<b>Total Attachments: 2</b>			
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## **ASSIGNMENT OF TRADEMARK APPLICATION**

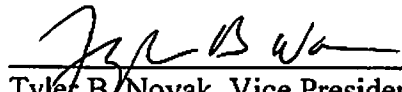
WHEREAS, EBSCO Industries, Inc. a corporation formed under the laws of the state of Delaware with a principal place of business at 5724 Highway 280 East, Birmingham, AL 35242, USA (“Assignor”) has adopted and used the trademark PLUM PRINT which includes the subject of the U.S. Trademark Application 86/444,980 (the “Trademark application”).

WHEREAS, Plum Analytics, Inc, (“Assignee”) a corporation formed under the laws of the state of Delaware with a principal place of business at 5724 Hwy 280 East, Birmingham Alabama 35242, USA, is desirous of acquiring the Trademark Application and the corresponding registrations and goodwill of the business symbolized by the Trademark Application.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, for its own use and enjoyment and for the use and enjoyment of its successors and assigns, ASSIGNOR’s entire worldwide rights, title and interest in and to the Trademark Application, together with the goodwill of the business symbolized thereby or otherwise associated with the business conducted in connection with the Trademark Application, and all income, royalties, damages and payments which may hereafter become due or payable in respect thereof, and in and to all causes of actions (either at law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement, dilution or other unauthorized use or impairment of the rights assigned to ASSIGNEE under this Assignment of Trademark Application.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment of Trademark Application to be executed by its duly authorized officer on the 30 day of January, 2017.

EBSCO INDUSTRIES, INC.

By:   
Tyler B. Novak, Vice President