

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM440330

<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>
Imogen Studio, Inc.		08/10/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tend Insights, Inc.		
<b>Street Address:</b>	46567 Fremont Blvd.		
<b>City:</b>	Fremont		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94538		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4691554	IMOGENSTUDIO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	4156094070		
<b>Email:</b>	law@hagelshaw.com		
<b>Correspondent Name:</b>	Lee Hagelshaw		
<b>Address Line 1:</b>	1728 Ocean Avenue, Ste 322		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94112		
<b>NAME OF SUBMITTER:</b>	Lee Hagelshaw		
<b>SIGNATURE:</b>	/lee hagelshaw/		
<b>DATE SIGNED:</b>	08/23/2017		
<b>Total Attachments: 2</b>			
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OP \$40.00 4691554

## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of August 10, 2017 by and between the below-signed parties.

WHEREAS, Imogen Studio, Inc., a California Corporation, with its principal place of business at 45401 Research Avenue, Suite 214, Fremont, Ca 94539 ("Assignor"), created a certain trademark known as **ImogenStudio**, and was issued on February 24, 2015 a United States Trademark Registration for such trademark, with registration number 4,691,554;

AND WHEREAS, Tend Insights, Inc., a California Corporation with its principal place of business at 46567 Fremont Blvd., Fremont, Ca 94538 ("Assignee"), desires to obtain U.S. registration number 4,691,554;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged:

**1. Assignment.** Assignor hereby assigns unto Assignee:

(a) the entire worldwide right, title and interest in and to the **ImogenStudio** mark, including all rights to own, use and register such mark under statute, common law, and international treaty;

(b) all rights under the afore-mentioned United States trademark registration number 4,691,554;

(c) all goodwill associated with such mark; and

(d) all claims that it might have, at law or in equity, including the right to sue and recover damages, for future, present and past infringements of the mark and to fully and entirely stand in the place of Assignor in all matters related to the mark.

**2. Further Assurances.**

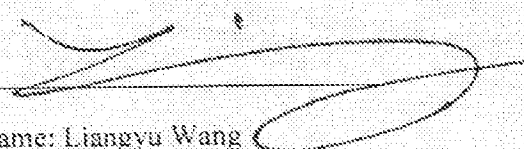
Assignor agrees to execute and deliver such other documents and to take all such other actions which Assignee, its successors and assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all such documentation as may be reasonably required to effect the terms of this Assignment and its recordation in relevant trademark offices.

[SIGNATURE PAGE FOLLOWS]

WITNESS WHEREOF, the Assignor and Assignee have executed this Trademark Assignment as of the day and year first above written.


ASSIGNOR:  
IMOGEN STUDIO, INC.

By: \_\_\_\_\_

  
Name: Liangyu Wang  
Title: President

ASSIGNEE:  
TEND INSIGHTS, INC.

By: \_\_\_\_\_

  
Name: Herman Yau  
Title: CEO