

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM444478

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|---|--|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Wise Ecommerce Ltd. | | 07/19/2017 | Corporation: ISRAEL |
| RECEIVING PARTY DATA | | | |
| Name: | Quad Analytix, Inc. | | |
| Street Address: | 730 South El Camino Real #500 | | |
| City: | San Mateo | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94402 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86286864 | WISER. | |
| Serial Number: | 86286283 | WISER | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3038630223 | | |
| <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: | 3038639700 | | |
| Email: | cbryce@sheridanross.com | | |
| Correspondent Name: | Caroline E. Bryce | | |
| Address Line 1: | 1560 Broadway, Suite 1200 | | |
| Address Line 2: | Sheridan Ross P.C. | | |
| Address Line 4: | Denver, COLORADO 80202 | | |
| ATTORNEY DOCKET NUMBER: | 8762-14 | | |
| NAME OF SUBMITTER: | Caroline E. Bryce | | |
| SIGNATURE: | /Caroline E. Bryce/ | | |
| DATE SIGNED: | 09/26/2017 | | |
| Total Attachments: 2 | | | |
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| source=Trademark Assignment (Wise Ecommerce) Signed)#page2.tif | | | |

CH \$65.00 86286864

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is entered into by and between Wise Ecommerce Ltd., an Israel corporation (the "Assignor"), having an address of Ahad Ha'am 28, Tel-Aviv, Israel 6514107, and Quad Analytix, Inc., a Delaware corporation, having an address of 730 South El Camino Real #500, San Mateo CA 94402 (the "Assignee").

WHEREAS, Assignor is the owner of rights in the trademarks and trademark applications listed in the attached Exhibit A (the "Marks");

WHEREAS, Assignor desires to transfer all of Assignor's right, title and interest in and to the Marks and Assignee desires to acquire all of Assignor's right, title and interest in and to the Marks, together with all goodwill associated with the Marks;

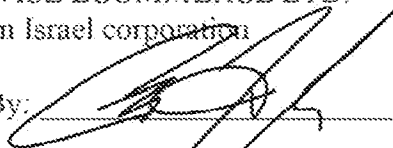
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks, and Assignee hereby accepts from Assignor, all of Assignor's right, title, and interest in and to the Marks, together with the goodwill associated with the Marks.

2. This Assignment shall be binding upon the parties, their successors, heirs, assigns, legal representatives and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, the parties hereby have caused this Assignment to be executed by their respective authorized representatives.

WISE ECOMMERCE LTD.
an Israel corporation

By:  _____

Name: C. Andrew Ballard

Title: Director

Date: 7/19/17

QUAD ANALYTIX, INC.
a Delaware corporation

By:  _____


Name: C. Andrew Ballard

Title: CEO

Date: 7/19/17

EXHIBIT A

ASSIGNED TRADEMARK

| | |
|--|---|
| WISER. (stylized)  | U.S. Trademark Application No. 86286864 |
| WISER | U.S. Trademark Application No. 86286283 |