

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM447881

<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>
Dialogdirect, LLC		10/16/2017	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dialogdirect, Inc.		
<b>Street Address:</b>	13700 Oakland Ave		
<b>City:</b>	Highland Park		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48203		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4733350	DIALOGDIRECT	
<b>Registration Number:</b>	4741027	DIALOGDIRECT	
<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>Email:</b>	jgriswold@honigman.com		
<b>Correspondent Name:</b>	Angela Alvarez Sujek		
<b>Address Line 1:</b>	39400 Woodward Avenue, Suite 101		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304-5151		
<b>NAME OF SUBMITTER:</b>	Angela Alvarez Sujek		
<b>SIGNATURE:</b>	/angela alvarez sujek/		
<b>DATE SIGNED:</b>	10/19/2017		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of October 16, 2017 by and between **DIALOGDIRECT, LLC**, a Delaware limited liability company, with an address of 13700 Oakland Ave, Highland Park, Michigan 48203 U.S.A. ("Assignor"), and **DIALOGDIRECT, INC.**, a Delaware corporation, with an address of 13700 Oakland Ave, Highland Park, Michigan 48203 U.S.A. ("Assignee").

### RECITALS:

WHEREAS, Assignor desires to convey, transfer, assign and deliver to Assignee, and Assignee desires to accept from Assignor, the Marks of Assignor as set forth below.

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other valuable consideration, the receipt of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. **Marks.** Assignor hereby irrevocably assigns, conveys, grants and transfers to Assignee, and its successors and assigns, all of Assignor's right, title and interest, of whatever kind, to the trademarks and service marks listed on the attached **Exhibit A** ("Marks") together with all of the goodwill associated with and symbolized by the Marks, including any applications, registrations, renewals and extensions thereof for the Marks and all other corresponding rights at common law or otherwise that are or may be secured under the laws of the United States, now or hereafter in effect .

2. **Rights.** The foregoing assignments all include rights to collect royalties, products and proceeds in connection with any of the foregoing and all rights to sue for past, present or future infringement, misappropriation or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith.

3. **Further Assurances.** Assignor will promptly take such actions, including, without limitation, the prompt execution and delivery of documents in recordable form, as may be reasonably requested by Assignee to vest, secure, and perfect, the rights and interests of Assignee in and to the Marks assigned herein.

4. **Binding Effect.** This Assignment inures to the benefit of and is binding upon Assignee and Assignor and their respective heirs, successors and permitted assigns.

5. **Governing Law.** This Assignment shall be governed by and construed in accordance with the laws of the State of Michigan (regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof).

6. **Amendment.** This Assignment may not be amended, modified, waived, or terminated except in a writing signed by Assignor, on the one hand, and Assignee, on the other hand.

IN WITNESS WHEREOF, each of the parties has caused this Trademark Assignment to be duly executed and delivered by its duly authorized representative as of the date first written above.

ASSIGNOR:

DIALOGDIRECT, LLC,  
a Delaware limited liability company


By: \_\_\_\_\_  
Jim Guillaumin  
Its: Vice President

ASSIGNEE:

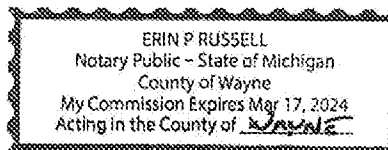
DIALOGDIRECT, INC.,  
a Delaware corporation

By: \_\_\_\_\_  
Jim Guillaumin  
Its: Vice President

Signed, sealed and delivered  
on this 16<sup>th</sup> day of October, 2017,  
in the presence of:

  
\_\_\_\_\_  
Notary Public  
My Commission Exp. 3/17/24

[AFFIX NOTARIAL SEAL]






*[Faint handwritten text, possibly a signature or name]*

NOTARY PUBLIC  
Notary Public - State of Michigan  
County of Wayne  
My Commission Expires May 1, 2004  
Notary in the County of Wayne, Michigan



**EXHIBIT A**  
**The Marks**

<b>Country</b>	<b>Mark</b>	<b>App. Date</b>	<b>App. No</b>	<b>Reg Date</b>	<b>Reg No.</b>	<b>Classes</b>
United States	DIALOGDIRECT	3/12/2014	86/976,120	5/5/2015	4,733,350	35, 36
United States	DIALOGDIRECT & Design  DIALOGDIRECT	3/12/2014	86/976,121	5/19/2015	4,741,027	35, 36
Costa Rica	DIALOGDIRECT	12/16/2014	201410957	4/14/2015	242859	35, 36, 44