

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM448730

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900421295		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USDM Holdings, Inc.		09/15/2017	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Universal Standards for Digital Marketing, LLC		
Street Address:	11801 Domaine Blvd		
Internal Address:	3rd Floor		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78758		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87169255	XELLERANT	
Serial Number:	87169262	DIGITAL GAP ANALYSIS	
Serial Number:	87169266	DIGITAL STRATEGY PLAYBOOK	
CORRESPONDENCE DATA			
Fax Number:	6124927077		
<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:	6124927628		
Email:	ip@fredlaw.com		
Correspondent Name:	Leigh Rand		
Address Line 1:	200 S. 6th Street		
Address Line 2:	Suite 4000		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	61962		
NAME OF SUBMITTER:	Leigh Rand		
SIGNATURE:	/Leigh Rand/		
DATE SIGNED:	10/26/2017		

Total Attachments: 3

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM443323

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USDM Holdings, Inc.		09/15/2017	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Universal Standard ^{Standards} for Digital Marketing, LLC		
Street Address:	11801 Domaine Blvd		
Internal Address:	3rd Floor		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78758		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87169255	XELLERANT	
Serial Number:	87169262	DIGITAL GAP ANALYSIS	
Serial Number:	87169266	DIGITAL STRATEGY PLAYBOOK	
CORRESPONDENCE DATA			
Fax Number:	6124927077		
<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:	6124927628		
Email:	ip@fredlaw.com		
Correspondent Name:	Leigh Rand		
Address Line 1:	200 S. 6th Street		
Address Line 2:	Suite 4000		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Leigh Rand		
SIGNATURE:	/Leigh Rand/		
DATE SIGNED:	09/15/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made by and between **USDM Holdings, Inc.**, a Texas corporation with a principal place of business at 11801 Domaine Blvd, 3rd Floor, Austin, TX 78758 (hereinafter "Assignor") and **Universal Standards for Digital Marketing, LLC**, a Texas limited liability company with a principal place of business at 11801 Domaine Blvd, 3rd Floor, Austin, TX 78758 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the trademarks and the associated trademark applications set forth on Schedule A attached hereto (hereinafter the "Marks").

WHEREAS, Assignee desires to acquire the Marks and the goodwill of the business associated therewith from Assignor, and Assignor wishes to assign such Marks and associated goodwill.

WHEREAS Assignee is a successor to that portion of the business of Assignor to which the Marks pertain and such business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks for the United States and throughout the world, together with the goodwill of the business associated therewith. This Assignment includes all rights in the nature of trademark, service mark and trade name rights, as well as the right to sue for past infringement by any third party.

Assignor agrees to execute and deliver at the request of Assignee without further consideration, all documents, instruments and assignments that Assignee may require in order to effect and/or evidence all right, title and interest in and to the Marks in Assignee.

USDM Holdings, Inc.

By:  _____

Name: LEAT WOOLFORD

Title: CEO

SCHEDULE "A"
TRADEMARKS

Application Number	Application Date	Mark	Status
87/169,255	9/13/2016	XELLERANT	Pending
87/169,262	9/13/2016	DIGITAL GAP ANALYSIS	Pending
87/169,266	9/13/2016	DIGITAL STRATEGY PLAYBOOK	Pending