

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457610

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Iteris, Inc.		11/03/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	ClearAg, Inc.		
Street Address:	1700 Carnegie Avenue		
Internal Address:	Suite 100		
City:	Santa Ana		
State/Country:	CALIFORNIA		
Postal Code:	92705		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4814828	CLEARAG	
Registration Number:	5187423	CLEARAG	
Serial Number:	86911155	EMPOWER	
Serial Number:	87096501	WEATHERPLOT	
CORRESPONDENCE DATA			
Fax Number:	9498551246		
<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:	9498551246		
Email:	jkim@stetinalaw.com		
Correspondent Name:	James Yang		
Address Line 1:	75 Enterprise , Suite 250		
Address Line 4:	Aliso Viejo, CALIFORNIA 92656		
ATTORNEY DOCKET NUMBER:	ITRIS-034Z		
NAME OF SUBMITTER:	James C. Yang		
SIGNATURE:	/jcy/		
DATE SIGNED:	01/10/2018		
Total Attachments: 2			

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Trademark Assignment

WHEREAS, Iteris, Inc., a Delaware Corporation ("Assignor") having a mailing address of 1700 Carnegie Avenue, Suite 100, Santa Ana, CA 92705, is the owner of the registered and common law trademarks listed herein on Exhibit 1 attached hereto (collectively, the "Trademarks");

WHEREAS, ClearAg, Inc., a Delaware Corporation ("Assignee") having an address of 1700 Carnegie Avenue, Suite 100, Santa Ana, CA 92705 is desirous of acquiring all rights, title, and interest to said Trademarks;

NOW THEREFORE, effective as of the date of execution ("Effective Date"), for good and valuable consideration, including at least one U.S. Dollar (\$1.00), the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer unto said Assignee, its successors, assigns and legal representatives, all right, title and interest in and to the Trademarks together with all corresponding goodwill and business symbolized by the Trademarks and any and all other rights and privileges provided under the laws of all relevant jurisdictions, including without limitation the laws of the United States, of the various states, and of foreign (i.e. non-US) jurisdictions with respect to the Trademarks, including the laws of unfair competition; and any and all rights in, to and under any and all licenses and other agreements and documents relating to any of the foregoing.

Assignor further grants, conveys and assigns to Assignee all its right, title and interest in and to any and all proceeds, causes of action and rights of recovery for past, current and future infringement or misappropriation of any of the Trademarks, to the extent not previously vested in Assignee, together with all rights to income, royalties, and license fees deriving from the Trademarks, as permitted under the applicable laws of any jurisdiction or country in which such claims may be asserted for the use and benefit of Assignee and its successors, assigns and legal representatives.

The Trademarks are conveyed subject to any and all licenses, permissions, consents or other rights that may have been granted by Assignor or its predecessors-in-interest with respect thereto prior to the effective date of this agreement.

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be duly executed as of the date last signed below.

Assignor:
ITERIS, INC.

Assignee:
CLEARAG, INC.

By: Joe Bergera

By: Andrew Schmidt

Date: 11/3/17

Date: 11/3/17

Name: Joe Bergera

Name: Andrew Schmidt

Title: President & CEO

Title: VP of Finance & CFO

EXHIBIT 1 to TRADEMARK ASSIGNMENT

Trademarks List

Trademark	Country	Status	Serial No./ Registration No.	Filing Date/ Registration Date
CLEARAG	AU	Registered	1686708	14-Oct-2015
CLEARAG	BR	Pending	911848827	31-Oct-2016
CLEARAG	BR	Pending	911848851	31-Oct-2016
CLEARAG	BR	Pending	911848860	31-Oct-2016
CLEARAG	CA	Registered	TMA960,955	24-Jan-2017
CLEARAG	EU	Registered	013927405	23-Sep-2015
CLEARAG	US	Registered	4,814,828	15-Sep-2015
ClearAg [®]	AU	Registered	1755793	16-Nov-2016
ClearAg [®]	BR	Pending	910857881	04-Apr-2016
ClearAg [®]	BR	Pending	910857814	04-Apr-2016
ClearAg [®]	BR	Pending	910857725	04-Apr-2016
ClearAg [®]	CA	Pending	1,775,147	01-Apr-2016
ClearAg [®]	EU	Registered	015166929	30-Jun-2016
ClearAg [®]	US	Registered	5,187,423	18-Apr-2017
EMPOWER	US	Pending	86/911,155	17-Feb-2016
WEATHERPLOT	AU	Registered	1819307	31-May-2017
WEATHERPLOT	BR	Pending	912137797	06-Jan-2017
WEATHERPLOT	CA	Pending	1,817,080	06-Jan-2017
WEATHERPLOT	EU	Pending	016224719	06-Jan-2017
WEATHERPLOT	US	Pending	87/096,501	07-Jul-2016