

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM475918

<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>
The Marcus Buckingham Company		05/30/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ADP, LLC		
<b>Street Address:</b>	One ADP Boulevard		
<b>City:</b>	Roseland		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07068		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5114941	STANDOUT	
<b>Registration Number:</b>	5114940	STANDOUT	
<b>Registration Number:</b>	5114939	STANDOUT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4156533755		
<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>	4156533750		
<b>Email:</b>	ipdocketingsf@venable.com		
<b>Correspondent Name:</b>	Susan Hollander and Sharoni Finkelstein		
<b>Address Line 1:</b>	101 California Street, Suite 3800		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
<b>ATTORNEY DOCKET NUMBER:</b>	027319.427360		
<b>NAME OF SUBMITTER:</b>	Sharoni S. Finkelstein		
<b>SIGNATURE:</b>	/sharoni s. finkelstein/		
<b>DATE SIGNED:</b>	05/30/2018		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into and effective as of May 30, 2018 (the "Effective Date"), by and between The Marcus Buckingham Company, a Delaware corporation located at 8350 Wilshire Boulevard, Suite 200, Beverly Hills, California 90211 ("Assignor") and ADP, LLC, a Delaware limited liability company located at One ADP Boulevard, Roseland, New Jersey 07068 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks listed in the attached Schedule A, all applications and registrations pertaining thereto, and all common law rights associated therewith, together with all goodwill arising from the use of and symbolization by said trademarks (collectively referred to herein as the "Trademarks");

WHEREAS, Assignor desires to transfer, and Assignee desires to acquire, all right, title and interest in and to the Trademarks throughout the world, including, without limitation, all applications and registrations pertaining thereto and all common law rights therein, together with all goodwill arising from the use of and symbolized by the Trademarks;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. **Assignment.** Assignor hereby assigns, transfers, sells, conveys, and delivers to Assignee all right, title and interest in and to the Trademarks throughout the world, including, without limitation, all applications and registrations pertaining thereto and all common law rights therein, together with all goodwill arising from the use of and symbolized by the Trademarks, including all rights to sue or otherwise assert the Trademarks and to recover damages, profits and/or other compensation for past, present and future infringements, the right to license the Trademarks to others, and the right to renew any trademark registration which shall issue from the applications included in the Trademarks, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment not made.

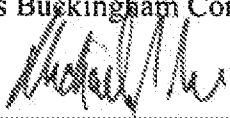
2. **Authorization to Record.** Assignor hereby authorizes Assignee to record this Assignment in the relevant trademark offices throughout the world.

*[Signatures on next page]*

IN WITNESS WHEREOF, Assignor has executed and delivered this instrument to Assignee on the date first noted above, and Assignee acknowledges receipt of the same.

Signed at Roseland, New Jersey this 30<sup>th</sup> day of May, 2018.

The Marcus Buckingham Company, Assignor

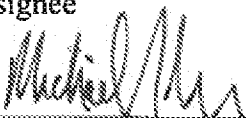
By:   
\_\_\_\_\_

Name: Michael Bonarti

Title: President

Signed at Roseland, New Jersey this 30<sup>th</sup> day of May, 2018.



ADP, LLC, Assignee

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

Name: Michael Bonarti

Title: President

Schedule A

Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date
STANDOUT	United States	86/318889	Jun-24-2014	5114941	Jan-03-2017
STANDOUT	United States	86/318883	Jun-24-2014	5114940	Jan-03-2017
STANDOUT	United States	86/316434	Jun-20-2014	5114939	Jan-03-2017
STANDOUT & Design 	European Community	17032343	Jul-25-2017	17032343	Nov-21-2017
STANDOUT & Design 	Germany	3020180016770	Jan-17-2018		