

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM470045

<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>
ExactTarget, LLC		04/13/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	salesforce.com, inc.		
<b>Street Address:</b>	The Landmark @ One Market St., Suite 300		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94105		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2624201	EXACTTARGET	
<b>Registration Number:</b>	4576148	EXACTTARGET FUEL	
<b>Registration Number:</b>	4054240	AUTOMATION STUDIO	
<b>Registration Number:</b>	4043517	AUDIENCE BUILDER	
<b>Registration Number:</b>	4427319	X	
<b>Registration Number:</b>	4133133	EXACTTARGET GEARS	
<b>Registration Number:</b>	4161366	NEXUS	
<b>Registration Number:</b>	4307636	SOCIALENGAGE	
<b>Registration Number:</b>	4295130	EXACTTARGET	
<b>Registration Number:</b>	4291569	EXACTTARGET MOBILECONNECT	
<b>Registration Number:</b>	4084061	CONNECTIONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4157735759		
<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>	4157735700		
<b>Email:</b>	ipprosecutionsf@orrick.com		
<b>Correspondent Name:</b>	Beth M. Goldman		
<b>Address Line 1:</b>	2050 Main Street, Suite 1100		

CH \$290.00 2624201

**Address Line 2:** Orrick, Herrington & Sutcliffe LLP  
**Address Line 4:** Irvine, CALIFORNIA 92614-8255

**ATTORNEY DOCKET NUMBER:** 27263-6058

**NAME OF SUBMITTER:** Betsy Wang Lee

**SIGNATURE:** /Betsy Wang Lee/

**DATE SIGNED:** 04/16/2018

**Total Attachments: 6**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is made and entered into as of April 13, 2018, by and between ExactTarget, LLC, a Delaware company ("*Assignor*") and salesforce.com, inc., a Delaware corporation ("*Assignee*").

WHEREAS, the parties agree that Assignor will assign all of the Assignor's rights, title and interest in and to all of the trademarks, service marks, and trade names, together with any common law rights in, as well as the goodwill associated with and symbolized by them, including, without limitation, those trademarks, service marks, and trade names listed in Exhibit A hereto (all such trademarks, service marks, and trade names referred to collectively as the "*Assigned Trademarks*").

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

1. Assignment. Assignor assigns, transfers, conveys and delivers to the Assignee and its successors and assigns, and the Assignee accepts from the Assignor, all of Assignor's rights, title and interest in, to and under the Assigned Trademarks, including, without limitation, all common law trademarks for which no applications or registrations exist, all applications to register any of the Assigned Trademarks, and all registrations that have been or may be granted for any of the Assigned Trademarks, together with all common law rights associated with the applications and registrations, and all goodwill associated with the Assigned Trademarks and symbolized thereby, along with that portion of the business which is ongoing and existing to which the trademarks pertain, together with the right to sue and recover damages for future, present and past infringements of the Assigned Trademarks and to fully and entirely stand in the place of the Assignor in all matters related to the Assigned Trademarks.

2. Further Assurances.

a. The Assignor agrees to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in relevant state and national trademark offices.

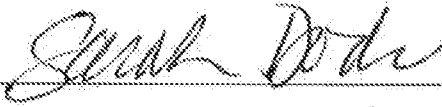
b. Assignor grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office, or rules of other entities including but not limited to United States or foreign governments or patent offices, for recordation of this document.

c. Assignor represents that Assignor has the rights, titles, and interests to convey as set forth herein, and covenants with Assignee that the Assignor has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the right, title, and interest herein conveyed.

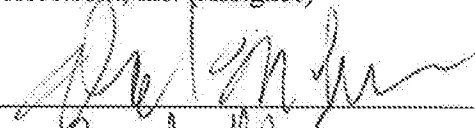
3. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by each party. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors.

4. This Assignment may be executed in one or more counterparts, and by each party in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement.

ExactTarget, LLC (Assignor)

By:   
Name: SARAH DODS  
Title: President  
Date: April 13, 2018

Salesforce.com, inc. (Assignee)

By:   
Name: David M Simon  
Title: Sr VP  
Date: 4/18/18

**EXHIBIT A**

COUNTRY	TRADEMARK	CLASSES	APPL. NO.	REG. NO.	WIPO Extension Countries
Argentina	EXACTTARGET	35	3196761	2619867	
Argentina	EXACTTARGET Stylized	35	3196762	2619868	
Australia	EXACTTARGET (envelope design)	35	1106063	1106063	
Brazil	EXACTTARGET Stylized	35	840327579		
Brazil	EXACTTARGET	35	831183179		
Brazil	INTERACTIVE MARKETING HUB	42	831243422		
Canada	SUBSCRIBERS RULE!		1468895	TMA791369	
Canada	Hand Design		1468896	TMA795291	
Canada	EXACTTARGET Stylized		1597761	TMA874065	
Canada	EXACTTARGET		1468894	TMA811407	
EUTM	EXACTTARGET (envelope design)	35	004984563	004984563	
EUTM	PARDOT	9, 35, 42	011626322	011626322	
EUTM	EXACTTARGET INTERACTIVE MARKETING HUB	42	010579209	010579209	
EUTM	EXACTTARGET	35	004314662	004314662	
Hong Kong	EXACTTARGET INTERACTIVE MARKETING HUB Exacttarget Interactive Marketing Hub exacttarget interactive marketing hub	42	302414880	302414880	
Hong Kong	EXACTTARGET Stylized	35	302396872	302396872	
Hong Kong	INTERACTIVE MARKETING HUB Interactive Marketing Hub interactive marketing hub	42	302057571		
Hong Kong	EXACTTARGET Exacttarget exacttarget	35	302057580	302057580	
Indonesia	EXACTTARGET	35	J002012053679	IDM000470092	
Indonesia	EXACTTARGET Stylized	35	J002012053678	IDM000470093	
Japan	SOCIALENGAGE		2013-008375		
Malaysia	EXACTTARGET Stylized	35	2012018844		
Malaysia	EXACTTARGET	35	2012018843		
Mexico	EXACTTARGET	35	1316396	1348386	
Mexico	EXACTTARGET Stylized	35	1317141	1407692	
New Zealand	Exact Target Stylized	35	966522	966522	
New Zealand	EXACTTARGET	35	966521	966521	
New Zealand	EXACTTARGET (envelope design)	35	745402	745402	
Republic of Korea (South)	Hand Design	35	41-2010-0003045	41-0213518	
Republic of Korea (South)	SUBSCRIBERS RULE!	35	4120100003047	41-0212597	
Republic of Korea (South)	EXACTTARGET	35	41-2010-0003046	41-0212195	
Singapore	EXACTTARGET (envelope design)	35	T0605787D	T0605787D	
Taiwan	EXACTTARGET	35	101056932	01584715	
Taiwan	EXACTTARGET (envelope design)	35	095015607	1237571	
Taiwan	EXACTTARGET Stylized	35	101056934	01587252	
United Kingdom	PARDOT	9, 35, 42	UK00002655162	UK00002655162	

COUNTRY	TRADEMARK	CLASSE S	APPL. NO.	REG. NO.	WIPO Extention Countries
United States of America	EXACTTARGET (envelope design)	35	78723645	3157611	
United States of America	DELIVERABILITY REPORT CARD	42	78388428	2994619	
United States of America	Hand Design	35	77487080	3601484	
United States of America	SUBSCRIBERS RULE!	35	77487078	3601483	
United States of America	EXACTTARGET	35	76261936	2624201	
United States of America	ET@	35	77716331	3708380	
United States of America	EXACTTARGET PULSE	42	85156681		
United States of America	EXACTTARGET FUEL	42	85156683	4576148	
United States of America	INTERACTIVE MARKETING HUB	42	85156687	4043516	
United States of America	AUTOMATION STUDIO	42	85156688	4054240	
United States of America	REPORT BUILDER	42	85156690	4020835	
United States of America	AUDIENCE BUILDER	42	85156692	4043517	
United States of America	X Design	35	85226603	4427319	
United States of America	EXACTTARGET GEARS	42	85333586	4133133	
United States of America	SUBSCRIBERS FANS AND FOLLOWERS	35	85384697	4091138	
United States of America	CONNECTIONS	35	85384709	4084061	
United States of America	NEXUS	35	85468258	4161366	
United States of America	SOCIALENGAGE	42	85524039	4307636	
United States of America	EXACTTARGET Stylized	35	85648344	4295130	
United States of America	EXACTTARGET MOBILECONNECT	42	85639576	4291569	
WIPO	EXACTTARGET	35	1027972	1027972	Albania, Armenia, Australia, Belarus, Bosnia-Herzegovina, China, Egypt, Georgia, Iceland, Israel, Japan, Macedonia, Moldova, Montenegro, Norway, Russian Federation, Serbia, Singapore, Switzerland, Turkey, Ukraine, Vietnam.
WIPO	INTERACTIVE MARKETING HUB	42	1096961	1096961	Australia, EUTM, Japan, Singapore.

COUNTRY	TRADEMARK	CLASSE S	APPL. NO.	REG. NO.	WIPO Extension Countries
WIPO	EXACTTARGET Stylized	35	1137340	1137340	Australia, China, EUTM, Iceland, Japan, Norway, South Korea, Singapore
WIPO	SUBSCRIBERS RULE!	35	1028289	1028289	Australia, EUTM, Iceland, Norway, Singapore.
WIPO	Hand Design	35	1028670	1028670	Australia, EUTM, Iceland, Norway, Singapore.