

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496247

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Conversica, LLC		10/30/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Conversica, Inc.		
Street Address:	950 Tower Lane, Suite 1710		
City:	Foster City		
State/Country:	CALIFORNIA		
Postal Code:	94404		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4882592	CONVERSICA	
CORRESPONDENCE DATA			
Fax Number:			
<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:	4156932171		
Email:	trademarks@cooley.com		
Correspondent Name:	Ariana G. Hiscott		
Address Line 1:	1299 Pennsylvania Avenue NW, Suite 700		
Address Line 4:	Washington, D.C. 20004-2400		
NAME OF SUBMITTER:	Ariana G. Hiscott		
SIGNATURE:	/Ariana G. Hiscott/		
DATE SIGNED:	10/31/2018		
Total Attachments: 2			
source=Conversica - Assignment - US and EU#page1.tif			
source=Conversica - Assignment - US and EU#page2.tif			

CH \$40.00 4882592

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into as of the last date of signature below (the "Effective Date") by and between Conversica, LLC ("Assignor"), a Delaware limited liability company with a principal address of 950 Tower Lane, Suite 1710 Foster City, California 94404, and Conversica, Inc. ("Assignee"), a Delaware corporation with a principal address of 950 Tower Lane, Suite 1710 Foster City, California 94404 (collectively referred to herein as the "Parties", and each separately a "Party").

RECITALS

WHEREAS, Assignor has adopted, used and is the owner of U.S. federal trademark registration number 4882592 and European Union Trademark registration number 017886999 (hereinafter the "Registrations") for the word mark CONVERSICA (the "Trademark") in connection with the following services in International Class 42:

Non-downloadable cloud-based software for creating, managing and automating interactive electronic communication in the fields of marketing, sales, customer service, and customer support; Non-downloadable artificial intelligence-based software that automates interactive electronic transmissions in the field of marketing and sales, namely, software for connecting, engaging, developing, qualifying and following up with marketing and sales leads; Non-downloadable artificial intelligence-based software that interprets electronic communications from potential and current sales prospects and generates an appropriate response as a human would do, namely, by sending written communications in natural language; Non-downloadable artificial intelligence-based software that automates interactive electronic transmissions in the field of marketing and sales, namely, software for initiating written conversations between customers and clients; Non-downloadable artificial intelligence-based software for monitoring, analyzing, and responding to third party electronic communications in the fields of marketing, sales, customer service, and customer support; Software as a service (SAAS) services featuring software for monitoring and managing sales opportunities, communications, and employees, providing trend visualization and graphing, and performing business analytics of client data and lead sources; Software as a service (SAAS) services featuring software that provides multimedia and text alerts to users; Software as a service (SAAS) services featuring software for integrating customer relationship management (CRM) and marketing automation software applications

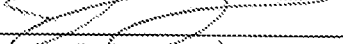
WHEREAS, Assignee is the parent company of Assignor and the Parties have agreed to transfer all right, title, and interest to the Trademark and Registrations to Assignee, as the parent company.

NOW, THEREFORE, in consideration of the foregoing promises and the mutual covenants contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer, and convey to Assignee all right, title, and interest in the United States, the European Union, and elsewhere in the world in and to the Trademark and the Registrations, together with the good will associated therewith, that portion of the Assignor's ongoing and existing business to which the Trademark pertains, and all rights and causes of action accrued, accruing, and to accrue under and by virtue hereof, including the right to sue and recover for past infringement, and to receive all damages, payments and costs and fees associated therewith.

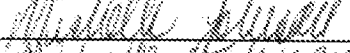
This Assignment may be executed in two or more counterparts, each of which shall be an original and which together shall constitute one and the same instrument, and a facsimile signature shall be deemed to constitute an original signature.

WHEREFORE, the Parties hereto have caused this Assignment to be executed.

Conversica, LLC, Agreed and Accepted By Its
Authorized Representative,

By: 
Name: JASON LUND
Title: CFO
Date: 10/30/18

Conversica, Inc., Agreed and Accepted By Its
Authorized Representative,

By: 
Name: Michelle Johnson
Title: General Counsel
Date: 10/30/18

190090618 v1