

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM497191

<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>
Conversica, LLC		11/05/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Conversica, Inc.		
<b>Street Address:</b>	950 Tower Lane, Suite 1710		
<b>City:</b>	Foster City		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94404		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86396830	AVA.AI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	4156932171		
<b>Email:</b>	trademarks@cooley.com		
<b>Correspondent Name:</b>	Ariana G. Hiscott		
<b>Address Line 1:</b>	1299 Pennsylvania Avenue NW, Suite 700		
<b>Address Line 4:</b>	Washington, D.C. 20004-2400		
<b>NAME OF SUBMITTER:</b>	Ariana G. Hiscott		
<b>SIGNATURE:</b>	/Ariana G. Hiscott/		
<b>DATE SIGNED:</b>	11/07/2018		
<b>Total Attachments: 2</b>			
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## 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, has used and/or maintained a bona fide intent to use and is the owner of U.S. federal trademark application number 86396830 (hereinafter the "Application") for the word mark AVA.AI (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, customer support and billing collections; 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, customer support and billing collections; 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

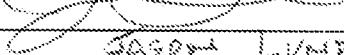
**WHEREAS**, Assignee is the parent company of Assignor and the Parties have agreed to transfer all right, title, and interest to the Trademark and Application to Assignee, as the parent company.

**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 Application, together with the goodwill 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: NOV 5, 2018

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

By:   
Name: MICHELLE ROBINSON  
Title: GENERAL MANAGER  
Date: 11/5/18

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