

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM497367

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Avid Advisors, Inc.		11/02/2018	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Avid Ratings, Inc.		
Street Address:	918 Deming Way Suite 201		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53717		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Serial Number:	77221276	HOMEQUALITY	
Serial Number:	86845798	AVID CX	
Serial Number:	85551437	GOTOUR	
Serial Number:	85953708	MEASURE, IMPROVE, SELL	
Serial Number:	85514206	AR	
Serial Number:	85331872	DOORJAM	
Serial Number:	85303098	POWERPLAN	
Serial Number:	78966637	AVID RATINGS	
Serial Number:	78964104	AVID REPORTS	
Serial Number:	78964073	AVID AWARD	
Serial Number:	78961632	AVID	
Serial Number:	87461529	TOTAL CX	
CORRESPONDENCE DATA			
Fax Number:	4142259753		
<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:	4142259755		
Email:	docketing@boylefred.com		
Correspondent Name:	Boyle Frederickson, S.C.		
Address Line 1:	840 N Plankinton Ave		
TRADEMARK			

OP \$315.00 77221276

Address Line 4:	Milwaukee, WISCONSIN 53203
ATTORNEY DOCKET NUMBER:	2887.000
NAME OF SUBMITTER:	Scott W. Kanalakis
SIGNATURE:	/Scott W. Kanalakis/
DATE SIGNED:	11/08/2018
Total Attachments: 2 source=01283240#page1.tif source=01283240#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Avid Advisors, Inc., organized and existing under the laws of the State of Wisconsin, with its principal place of business at 918 Deming Way Suite 201, Madison, WI, 53717 ("Assignor") is the owner of the entire right, title and interest in and to the trademarks, and the registrations and applications therefor, listed on Schedule A (hereinafter the "Trademarks Rights") and the goodwill of the business symbolized thereby; and

WHEREAS, Avid Ratings, Inc., organized and existing under the laws of the State of Delaware, with its principal place of business at 918 Deming Way Suite 201, Madison, WI, 53717 ("Assignee"), desires to acquire the Trademarks Rights and the goodwill of the business symbolized thereby.

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of Assignor's rights, title, and interest in and to the Trademark Rights, together with the goodwill of the business in connection with which the Trademark Rights are used along with the right to recover for damages and profits for past, present, or future infringements thereof.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Trademark Rights to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

Dated this 2nd day of November, 2018

By: 

Name: PHILIP G. CAROS

Title: GENERAL COUNSEL

Schedule A

TRADEMARK REGISTRATIONS

Country	Serial No.	Mark
U.S.	77/221,276	HOMEQUALITY
U.S.	86/845,798	AVID CX
U.S.	85/551,437	GOTOUR
U.S.	85/953,708	MEASURE, IMPROVE, SELL
U.S.	85/514,206	AR
U.S.	85/331,872	DOORJAM
U.S.	85/303,098	POWERPLAN
U.S.	78/966,637	AVID RATINGS
U.S.	78/964,104	AVID REPORTS
U.S.	78/964,073	AVID AWARD
U.S.	78/961,632	AVID
U.S.	87/461,529	TOTAL CX
Canada	1335852	AVID AWARD
Canada	1357256	HOMEQUALITY
Canada	1335840	AVID RATINGS
Canada	1337432	AVID
Canada	1824940	GOSURVEY

{01258800.DOC / }