

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM500812

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tend Insights, Inc.		11/30/2018	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Chamberlain Group, Inc.		
Street Address:	300 Windsor Drive		
City:	Oak Brook		
State/Country:	ILLINOIS		
Postal Code:	60523		
Entity Type:	Corporation: CONNECTICUT		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	3693368	SEEDONK	
Registration Number:	3858583	BAMBINO	
Registration Number:	4196015	ISECURITY+	
Registration Number:	4211623	PROTECT WHAT MATTERS	
Registration Number:	4871993	TEND	
Registration Number:	4974436	TEND INSIGHTS	
Registration Number:	4974437	TEND INSIGHTS	
Registration Number:	4872030	TEND TO WHAT MATTERS MOST	
Registration Number:	4872033	INTERNET OF THINGS WITH HEART	
Registration Number:	4836847	TEND	
Registration Number:	5470251	PET HIGHLIGHT REEL	
Registration Number:	5278136	TEND SECURE	
Registration Number:	5262679	TEND SECURE LYNX	
Registration Number:	5336867	LYNX	
Registration Number:	5369040	TEND SECURE LYNX INDOOR	
Registration Number:	5369042	LYNX INDOOR	
Registration Number:	5409091	LYNX SOLAR	
Registration Number:	4691554	IMOGENSTUDIO	
Registration Number:	5572152	LYNX PRO	

OP \$515.00 3693368

Property Type	Number	Word Mark
Serial Number:	88123276	TEND TOGETHER

CORRESPONDENCE DATA

Fax Number: 3125777007

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.

Phone: 312-577-7000

Email: trademark@fitcheven.com

Correspondent Name: Edward E. Clair

Address Line 1: 120 S. LaSalle Street

Address Line 2: Suite 2100

Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	5569-144559
NAME OF SUBMITTER:	Edward E. Clair
SIGNATURE:	/Edward E. Clair/
DATE SIGNED:	12/05/2018

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is effective as of November 30, 2018 (the "Effective Date") by and between Tend Insights, Inc., a California corporation with its principal place of business at 46567 Fremont Blvd., Fremont, California 94538, ("ASSIGNOR"), and The Chamberlain Group, Inc., a Connecticut corporation with its principal place of business at 300 Windsor Drive, Oak Brook, Illinois 60523 ("ASSIGNEE").

BACKGROUND

WHEREAS, ASSIGNOR, ASSIGNEE and the shareholders of ASSIGNOR set forth on the signature pages thereto entered into an Asset Purchase Agreement, dated as of November 30, 2018 ("Purchase Agreement"), pursuant to which ASSIGNOR is selling, assigning, conveying, transferring and delivering certain assets to ASSIGNEE, including, without limitation, all of ASSIGNOR's right, title and interest in and to the trademarks listed on the attached Schedule A (herein defined as "TRADEMARKS"), and ASSIGNEE is purchasing such assets.

TERMS

NOW, THEREFORE, in consideration of the foregoing and the mutual agreements and covenants set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

Effective as of the Effective Date, and subject to the terms and conditions of the Purchase Agreement, ASSIGNOR hereby sells, assigns, conveys, transfers and delivers to ASSIGNEE, its successors and assigns, all right, title and interest in and to all TRADEMARKS, together with the goodwill of the business which they represent symbolized by the TRADEMARKS, any common law rights in such TRADEMARKS, all associated trademark rights, service marks, service names, service mark rights, trade dress, slogans, logotypes and designs, and other indicia of origin, held by ASSIGNOR, and all registrations and applications for registration of the TRADEMARKS, all claims, demands and rights to recovery that ASSIGNOR has or may have for past and future infringements, dilution or other violations of such TRADEMARKS, if any, and all rights to compromise, sue for, and collect on such claims, demands and rights to recovery.

ASSIGNOR and ASSIGNEE shall each take, and shall cause their respective Affiliates to take, any and all additional actions as may be necessary or appropriate to effect the assignment transactions contemplated. ASSIGNEE shall bear the costs of the transfer of the TRADEMARKS.

ASSIGNOR hereby requests the United States Commissioner of Patents and Trademarks to record this Assignment, as to the assigned TRADEMARKS herein referred to.

This Assignment, and all claims or causes of action that are based on, arise out of, or relate to this Assignment, shall be exclusively governed by and construed in accordance with the Laws of the State of Delaware, without regard to its conflicts of law rules.

This Assignment may be executed in any number of counterparts each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

[Remainder of page intentionally left blank. Signatures page follows.]

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment on the date set forth in the acknowledgement below, to be effective as of the Effective Date, as first above written.

TEND INSIGHTS, INC.

By: Herman Yau
Name: Herman Yau
Title: CEO

[Trademark Assignment – Assignor Signature]

TRADEMARK

IN WITNESS WHEREOF, ASSIGNEE has executed this Assignment on the date set forth in the acknowledgement below, to be effective as of the Effective Date, as first above written.

THE CHAMBERLAIN GROUP, INC.

By: Brendan M. Gilbo
Name: Brendan M. Gilbo
Title: Executive Vice President and Chief
Financial Officer

SCHEDULE A
TO TRADEMARK ASSIGNMENT

<u>Item #</u>	<u>Name of Mark</u>	<u>USPTO Applications</u>		<u>Status</u>
		<u>Date Filed</u>	<u>USPTO Serial #</u>	
1	seedonk	1/8/2008	77-366916	Registered 10/6/2009
				Reg. No. 3,693,368
				Sec. 8 Decl. accepted 9/29/15
				Class 9: Computer software
2	Bambino	4/27/2010	85-024627	Registered 10/5/2010
				Reg. No. 3,858,583
				Class 9: Wireless digital video camera monitoring system
				Sec. 8 Decl. accepted 12/12/16
3	iSecurity+	11/15/2011	85-472861	Registered 8/21/2012
				Reg. No. 4,196,015
				Class 42: Application service provider (ASP)
				Sec. 8 Decl. accepted 7/30/18
4	Protect What Matters	12/14/2011	85-495005	Registered 9/18/2012
				Reg. No. 4,211,623
				Class 42: Application service provider (ASP)
5	Tend	3/3/2015	86-551489	Registered 12/15/2015
				Reg. No. 4,871,993
				Class 9: Application software
6	Tend Insights	3/11/2015	86-560506	Registered 6/07/2016
				Reg. No. 4,974,436
				Class 9: Video cameras; software
7	Tend Insights	3/11/2015	86-560536	Registered 6/07/2016
				Reg. No. 4,974,437
				Class 42: Cloud computing software
8	Tend to what matters most	3/12/2015	86-561908	Registered 12/15/2015
				Reg. No. 4,872,030
				Class 42: Cloud computing software
9	Internet of Things with Heart	3/13/2015	86-563253	Registered 12/15/2015
				Reg. No. 4,872,033
				Class 42: Cloud computing software

10	tend	5/7/2015	86-622232	Registered 10/20/2015
				Reg. No. 4,836,847
				Class 42: Cloud computing software
11	Pet Hightlight Reel	6/10/2016	87-067274	Registered 5/15/18
				Reg. No. 5,470,251
				Class 9: Software
12	Tend Secure	11/10/2016	87-233208	Registered 8/29/17
				Reg. No. 5,278,136
				Class 9: Digital video cameras
13	Tend Secure Lynx	11/11/2016	87-234303	Registered 8/8/17
				Reg. No. 5,262,679
				Class 9: Digital video cameras
14	Lynx	11/11/2016	87-234383	Registered 11/14/17
				Reg. No. 5,336,867
				Class 9: Digital video cameras
15	Tend Secure Lynx Indoor	5/23/2017	87-460619	Registered 1/2/18
				Reg. No. 5,369,040
				Class 9: Digital video cameras
16	Lynx Indoor	5/23/2017	87-460678	Registered 1/2/18
				Reg. No. 5,369,042
				Class 9: Digital video cameras
17	Lynx Solar	6/6/2017	87-476823	Registered 2/20/18
				Reg. No. 5,409,091
				Class 9: Digital video cameras
18	Imogen Studio	6/25/2014	86-320015	Registered 2/24/15
				Reg. No. 4,691,554
				Assignment recorded 8/23/17
				Class 9: Imaging products
19	Lynx Pro	12/11/2017	87-715706	Registered 9/25/2018
				Notice Allowance, Statement Use filed 7/24/18
				Class 9: Digital video cameras
20	Tend Together	9/19/2018	88-123276	Pending