

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM506518

<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>
Siemon Realty Company		12/27/2018	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Princeton University		
<b>Street Address:</b>	221 Nassau Street, 3rd Floor		
<b>Internal Address:</b>	Office of Trademark Licensing/ Attn: Associate Director		
<b>City:</b>	Princeton		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	08542		
<b>Entity Type:</b>	Non-Profit Corporation: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87904429	PRINCETON VENTURE HUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2037565762		
<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>	203-757-9261		
<b>Email:</b>	cmcnamara@ctlawyers.com		
<b>Correspondent Name:</b>	Connor McNamara		
<b>Address Line 1:</b>	41 Church St		
<b>Address Line 4:</b>	Waterbury, CONNECTICUT 06702-2104		
<b>NAME OF SUBMITTER:</b>	Connor McNamara		
<b>SIGNATURE:</b>	/s/ Connor McNamara		
<b>DATE SIGNED:</b>	01/18/2019		
<b>Total Attachments: 3</b>			
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## ASSIGNMENT OF TRADEMARK

**ASSIGNMENT OF TRADEMARK** made as of the 27 day of December, 2018, by and between The Trustees of Princeton University, a non-profit corporation organized and existing under the laws of the State of New Jersey ("PU"), and Siemon Realty Company, a company organized and existing under the laws of Connecticut ("Siemon").

PU and Siemon are parties to a Trademark Agreement dated as of December 27, 2018 (the "Agreement"), pursuant to which Siemon ("Assignor") has agreed to assign to PU the mark "PRINCETON VENTURE HUB" (the "Trademark") and U.S. Patent and Trademark Office Application Serial No. 87904429 for registration of the Trademark.

In accordance therewith, the Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of the Assignor's right, title, and interest in the Trademark and said Application.

NOW, THEREFORE, Assignor, for and in exchange of the mutual promises and covenants set forth in the Agreement, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of the Assignor's right, title and interest in the Trademark, together with the goodwill symbolized by the Trademark, along with U.S. Patent and Trademark Office Application No. 87904429 for said Trademark, and all rights to sue for infringement of the Trademark, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Trademark shall be governed by and construed in accordance with the law of the State of New Jersey without giving effect to the principles of conflicts of laws thereof.

IN WITNESS THEREOF, Assignor has caused its duly authorized officer to execute this Assignment of Trademark as of the date first above written.

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SIEMON REALTY COMPANY

By: [Signature]  
Print Name: Thomas Costello  
Title: Treasurer

THE TRUSTEES OF PRINCETON UNIVERSITY

By: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**SIEMON REALTY COMPANY**

By: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**THE TRUSTEES OF PRINCETON UNIVERSITY**

By: Ramona Romero  
Print Name: RAMONA E ROMERO  
Title: General Counsel