

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM509816

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	04/30/2018

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bizable, Inc.		04/30/2018	Corporation: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Marketo, Inc.
<b>Street Address:</b>	901 Mariners Island Blvd.
<b>Internal Address:</b>	Suite 500
<b>City:</b>	San Mateo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94404-1573
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
<b>Registration Number:</b>	4373336	BIZIBLE
<b>Registration Number:</b>	4676849	PIPELINE MARKETER
<b>Registration Number:</b>	5507815	FAST CMO
<b>Serial Number:</b>	87669957	EVERYTOUCH
<b>Serial Number:</b>	87881418	MAGIC MATCH
<b>Serial Number:</b>	87881413	MAGIC MAP

## CORRESPONDENCE DATA

Fax Number: 206-675-68

*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: 206-675-7000

Email: tm@adobe.com

Correspondent Name: J. Scott Evans

Address Line 1: 801 N 34th St

Address Line 2: SW3-C471

Address Line 4: Seattle, WASHINGTON 98103

<b>NAME OF SUBMITTER:</b>	J. Scott Evans
<b>SIGNATURE:</b>	/J. Scott Evans/

TRADEMARK

<b>DATE SIGNED:</b>	02/12/2019
<b>Total Attachments: 3</b> source=Bizable to Marketo#page1.tif source=Bizable to Marketo#page2.tif source=Bizable to Marketo#page3.tif	

**TRADEMARK ASSIGNMENT AGREEMENT BETWEEN  
BIZIBLE, INC. AND MARKETO, INC.**

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement") is, nunc pro tunc, effective the 30th day of April, 2018 (the "Effective Date") by and between **BIZIBLE, INC.**, a Washington corporation, with its principal place of business at 542 1st Avenue South, Suite 200, Seattle WA 98104, United States, United States of America ("Assignor"), and **MARKETO, INC.**, a Delaware corporation, with its principal place of business, at 901 Mariners Island Blvd., Suite 500, San Mateo, California 94404-1573, United States of America ("Assignee"). Assignor and Assignee may be collectively referred to herein as the "Parties."

**RECITALS**

- A. Assignor owns the entire right, title and interest in and to certain trademarks, trade names and trademark registrations and applications, including but not limited to those listed in **Schedule A** ("Trademarks List") attached hereto and incorporated herein (collectively, the "Trademarks").
- B. The Parties mutually desire that Assignee acquire Assignor's entire right, title and interest in and to the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows.

**AGREEMENT**

- 1 Assignor, on behalf of itself and its predecessors and successors in interest, hereby sells, assigns and transfers to Assignee and Assignee's successors, assigns and legal representatives, and Assignee hereby accepts: (a) all of Assignor's right, title and interest, including but not limited to, rights to existing causes of action and the right to past damages associated therewith, that Assignor has in or to the Trademarks; and (b) that part of the goodwill of Assignor's business connected with and symbolized by the Trademarks.
- 2 Assignor hereby acknowledges that it retains no right to use the Trademarks and agrees not to challenge, or to assist others to challenge the validity, or Assignee's ownership, of the Trademarks. Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into by Assignor that would conflict with this Agreement.
- 3 Assignor hereby covenants that, upon the request of Assignee, Assignor will promptly provide Assignee with all pertinent facts and documents relating to the Trademarks as may be

known and reasonably accessible to Assignor and will testify as to the same in any opposition, litigation or any proceeding related thereto. At Assignor's expense, Assignor will promptly execute and deliver to Assignee or its legal representatives any and all documents, instruments or affidavits required to apply for, obtain, maintain, register and enforce the Trademarks, which Assignee in each case may reasonably in good faith deem necessary or desirable to carry out the purpose thereof. Assignor will take all reasonably necessary steps to give effect to, and further the purposes of, this Agreement.

IN WITNESS WHEREOF, the undersigned have caused their duly authorized representatives to execute this Agreement effective as of the Effective Date and in the capacity shown below.

**BIZIBLE, INC.**  
("ASSIGNOR")

By: *Aaron Bird*  
Aaron Bird (Feb 11, 2019)  
\_\_\_\_\_  
Aaron Bird  
President

**MARKETO, INC.**  
("ASSIGNEE")

By: *Jonathan Vaas*  
Jonathan Vaas (Feb 8, 2019)  
\_\_\_\_\_  
Jonathan Vaas  
Secretary

BIZIBLE TRADEMARKS

Trade Name	Country	App. No.	Filing Date	Reg. No.	Reg. Date	Status
Bizible	USA	85581779	28-Mar-2012	4373336	26-Jul-2018	Registered
Pipeline Marketer	USA	86294766	29-May-2014	4676849	20-Jan-2015	Registered
Everytouch	USA	87669957	02-Nov-2017			Pending
Fast CMO	USA	87696090	23-Nov-2017	5507815	03-Jul-2018	Registered
Magic Match	USA	87881418	18-Apr-2018			Pending
Magic Map	USA	87881413	18-Apr-2018			Pending

TRADEMARK

REEL: 006579 FRAME: 0291

RECORDED: 02/12/2019