

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM540065

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900509819		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
International Business Machines Corporation		06/28/2019	Corporation:
RECEIVING PARTY DATA			
Name:	Acoustic, L.P.		
Street Address:	375 Park Avenue, 11th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10152		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2583711	DEMANDTEC	
Registration Number:	2492203	TEALEAF	
Registration Number:	3426303		
Registration Number:	4248728	SNOOZE	
Registration Number:	3743962	SILVERPOP ENGAGE	
Registration Number:	4476958	S SILVERPOP	
CORRESPONDENCE DATA			
Fax Number:	2125295132		
<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:	212-529-5131		
Email:	docket@mkwllp.com		
Correspondent Name:	Mauriel Kapouytian Woods LLP		
Address Line 1:	15 W. 26th Street		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10010		
ATTORNEY DOCKET NUMBER:	10333-2		
NAME OF SUBMITTER:	Christian Neville		

SIGNATURE:	/Christian Neville/
DATE SIGNED:	09/09/2019
Total Attachments: 5 source=Trademark Recordable Assignment A_#page1.tif source=Trademark Recordable Assignment A_#page2.tif source=Trademark Recordable Assignment A_#page3.tif source=Trademark Recordable Assignment A_#page4.tif source=Trademark Recordable Assignment A_#page5.tif	

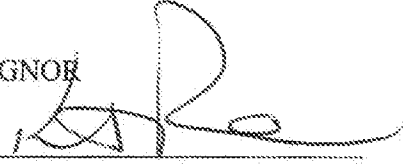
Recordable Trademark Assignment

For good and valuable consideration, the receipt of which is hereby acknowledged, International Business Machines Corporation, a New York corporation, having a place of business at New Orchard Road, Armonk, New York, 10504, U.S.A. (hereinafter "ASSIGNOR"), hereby grants and assigns to Acoustic, L.P., a Delaware limited partnership, having a place of business at 375 Park Avenue, 11th Floor, New York, NY 10152 (hereinafter "ASSIGNEE"), all of ASSIGNOR's and ASSIGNOR's affiliates' right, title and interest whatsoever, in and to the trademark registrations and applications for trademarks in the United States (listed in Exhibit 1 hereto), along with the goodwill of the business symbolized by all such trademarks. The effective date of this Recordable Trademark Assignment is June 28, 2019.

[Signature page follows]

IN WITNESS WHEREOF, the parties have caused this Recordable Trademark Assignment to be duly signed on its behalf.

ASSIGNOR



Kevin Reardon

NAME (Type or Printed)

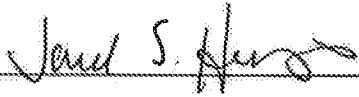
Vice President - Corporate Development

TITLE

ASSIGNEE

Acoustic, L.P.

By: Acoustic GP, LLC, its general partner



Jared S. Hendricks

NAME (Type or Printed)

President

TITLE

TRADEMARK

REEL: 006739 FRAME: 0194

Exhibit 1 to Recordable Trademark Assignment

Mark	Country	Registration Number
DEMANDTEC	United States of America	2583711
TEALEAF	United States of America	2492203
TEALEAF DESIGN	United States of America	3426303
SNOOZE	United States of America	4248728
SILVERPOP ENGAGE	United States of America	3743962
S SILVERPOP and Design	United States of America	4476958