

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM550867

<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>
Attivio, Inc.		11/01/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ServiceNow, Inc.		
<b>Street Address:</b>	2225 Lawson Lane		
<b>City:</b>	Santa Clara		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95054		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4122175	ACTIVE INTELLIGENCE ENGINE	
<b>Registration Number:</b>	3763769	ATTIVIO	
<b>Registration Number:</b>	3837695	ATTIVIO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028427899		
<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>	2028427800		
<b>Email:</b>	trademarks@cooley.com		
<b>Correspondent Name:</b>	Jeffrey H. Greene, Cooley LLP		
<b>Address Line 1:</b>	1299 Pennsylvania Avenue, NW, Suite 700		
<b>Address Line 4:</b>	Washington, D.C. 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	307075-20000		
<b>NAME OF SUBMITTER:</b>	Jeffrey H. Greene		
<b>SIGNATURE:</b>	/jeffrey h greene/		
<b>DATE SIGNED:</b>	11/25/2019		
<b>Total Attachments: 2</b>			
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CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment is made by Attivio, Inc., a Delaware corporation ("Assignor"), and ServiceNow, Inc. a Delaware corporation ("Assignee"), located at 2225 Lawson Lane, Santa Clara, CA 95054.

WHEREAS by separate instruments Assignor sold, assigned, transferred conveyed, and delivered to Assignee all of its right, title and interest in and to the trademarks (the "Marks") listed on Schedule A, together with the goodwill of the businesses associated therewith.

WHEREAS this assignment document is being executed to confirm in writing the earlier transfer of the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having sold, assigned, transferred conveyed, and delivered to Assignee, effective as of November 1, 2019, and Assignor does hereby assign, transfer and convey, effective as of November 1, 2019, all of Assignor's right, title and interest in, to and under the Marks, including all of the goodwill associated with the Marks and all rights of action and remedies for past, present, and future infringements of the Marks.

Assignor hereby authorizes and requests the Trademark Office record Assignee as the owner of any and all of Assignor's rights in the Marks.

IN WITNESS WHEREOF, the Parties have caused this Confirmatory Trademark Assignment to be made as of the effective date referenced above.

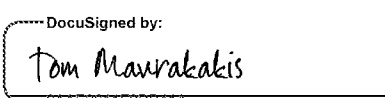
ASSIGNOR:

ASSIGNEE:

ATTIVIO, INC.

SERVICENOW, INC.

By: 

By: 


Name: Stephen Baker

Name: Tom Mavrakakis

Title: CEO

Title: VP, Legal IP

Schedule A

<b>MARK</b>	<b>JURISDICTION</b>	<b>REG. NO.</b>	<b>CLASS</b>
ATTIVIO	Canada	TMA1023249	009
ACTIVE INTELLIGENCE ENGINE	European Union	9848318	009
ACTIVE INTELLIGENCE ENGINE	United States	4122175	009
ATTIVIO	United States	3763769	009
ATTIVIO & Design 	United States	3837695	009