

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM553493

| | | | |
|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| The Marcus Buckingham Company | | 12/09/2019 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | ADP, LLC | | |
| Street Address: | One ADP Boulevard | | |
| City: | Roseland | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07068 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5589463 | STANDOUT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4156533755 | | |
| <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: | 415-653-3750 | | |
| Email: | ipdocketingsf@venable.com | | |
| Correspondent Name: | Susan Hollander and Sharoni Finkelstein | | |
| Address Line 1: | 101 California Street, Suite 3800 | | |
| Address Line 4: | San Francisco, CALIFORNIA 94111 | | |
| ATTORNEY DOCKET NUMBER: | 27319.427360 | | |
| NAME OF SUBMITTER: | Sharoni S. Finkelstein | | |
| SIGNATURE: | /Sharoni S. Finkelstein/ | | |
| DATE SIGNED: | 12/16/2019 | | |
| Total Attachments: 2 | | | |
| source=STANDOUT Assignment#page1.tif | | | |
| source=STANDOUT Assignment#page2.tif | | | |

CH \$40.00 5589463

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into and effective as of December 9, 2019 (the "Effective Date"), by and between The Marcus Buckingham Company, a Delaware corporation located at 8350 Wilshire Boulevard, Suite 200, Beverly Hills, California 90211 ("Assignor") and ADP, LLC, a Delaware limited liability company located at One ADP Boulevard, Roseland, New Jersey 07068 ("Assignee").

WHEREAS, Assignor is the owner of U.S. Trademark Registration No. 5,589,463 for the mark STANDOUT and of the trademark shown in said registration, and of all common law rights associated therewith, together with all goodwill arising from the use of and symbolization by said trademark (the "STANDOUT Mark");

WHEREAS, Assignor desires to transfer, and Assignee desires to acquire, all right, title and interest in and to the STANDOUT Mark throughout the world, including, without limitation, all applications and registrations pertaining thereto and all common law rights therein, together with all goodwill arising from the use of and symbolized by the STANDOUT Mark;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. **Assignment.** Assignor hereby assigns, transfers, sells, conveys, and delivers to Assignee all right, title and interest in and to the STANDOUT Mark throughout the world, including, without limitation, the trademark registration pertaining thereto and all common law rights therein, together with all goodwill arising from the use of and symbolized by the STANDOUT Mark, including all rights to sue or otherwise assert the STANDOUT Mark and to recover damages, profits and/or other compensation for past, present and future infringements, the right to license the STANDOUT Mark to others, and the right to renew the trademark registration for the STANDOUT Mark, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment not made.

2. **Authorization to Record.** Assignor hereby authorizes Assignee to record this Assignment in the relevant trademark offices throughout the world.

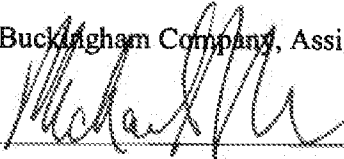
[signatures on next page]

IN WITNESS WHEREOF, Assignor has executed and delivered this instrument to Assignee on the date first noted above, and Assignee acknowledges receipt of the same.

Signed at Roseland, New Jersey this 9 day of December, 2019.

The Marcus Buckingham Company, Assignor

By:



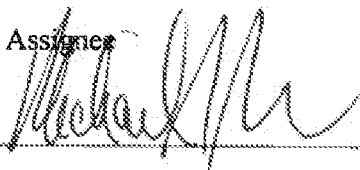
Name: Michael Bonarti

Title: President

Signed at Roseland, New Jersey this 9 day of December, 2019.

ADP, LLC, Assignee

By:



Name: Michael Bonarti

Title: President