

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558820

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bain & Company Inc.		01/16/2020	Corporation: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Satmetrix Systems, Inc.		
Street Address:	950 Tower Lane		
Internal Address:	Suite 500		
City:	Foster City		
State/Country:	CALIFORNIA		
Postal Code:	94404		
Entity Type:	Corporation: CALIFORNIA		
Name:	FRED REICHHELD		
Street Address:	40 HAMPSHIRE ROAD		
City:	WELLESLEY		
State/Country:	MASSACHUSETTS		
Postal Code:	02481		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88191702	NPS PRISM	
CORRESPONDENCE DATA			
Fax Number:	6173382880		
<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:	6173382943		
Email:	trademark@sullivanlaw.com		
Correspondent Name:	Kimberly B. Herman		
Address Line 1:	One Post Office Square		
Address Line 4:	Boston, MASSACHUSETTS 02109		
NAME OF SUBMITTER:	Kimberly B. Herman		
SIGNATURE:	/Kimberly B. Herman/		

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DATE SIGNED:	01/24/2020
Total Attachments: 2 source=Bain + Company, Inc. - Partial Assignment of Trademarks 01-16-2020#page1.tif source=Bain + Company, Inc. - Partial Assignment of Trademarks 01-16-2020#page2.tif	

PARTIAL ASSIGNMENT OF TRADEMARKS

This PARTIAL ASSIGNMENT OF TRADEMARKS (this "Assignment") is made as of January 16, 2020 (the "Effective Date") by Bain & Company Inc., a Massachusetts corporation ("Bain"), in favor of Satmetrix Systems, Inc., a California corporation ("Satmetrix") and Fred Reichheld, an individual residing in Massachusetts ("Reichheld").

WHEREAS, Bain is the owner of all right, title and interest in and to those certain trademarks and corresponding applications and registrations identified on Exhibit A attached hereto and made a part hereof (the "Assigned Marks"), together with the goodwill of the business symbolized by and associated with the Assigned Marks;

WHEREAS, each of Bain, Satmetrix and Reichheld are parties to that certain Amended and Restated Partial Assignment of Trademarks Agreement, dated as of January 31, 2012 (the "Joint Ownership Agreement"); and

WHEREAS, pursuant to the Joint Ownership Agreement, Bain desires to assign to each of Satmetrix and Reichheld a 1/3 ownership interest in and to the Assigned Marks and Satmetrix and Reichheld desire to accept such assignment from Bain.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Bain does hereby assign, convey, transfer and deliver to each of Satmetrix and Reichheld a one-third (1/3) indivisible interest in all right, title and interest in and to the Assigned Marks, together with the goodwill of the business symbolized by and associated with the Assigned Marks and the applications therefor, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in conjunction with, any and all past, present or future infringement or dilution of or damage or injury to the Assigned Marks or the accompanying goodwill. The Assigned Marks shall be deemed to be "Additional Marks" for purposes of the Joint Ownership Agreement, and the terms and conditions of the Joint Ownership Agreement shall govern the rights and obligations of Bain, Satmetrix and Reichheld with respect to the Assigned Marks.

Bain shall furnish such documents and take such actions necessary to effectuate the partial assignment of the Assigned Marks and to record such assignment with the United States Patent and Trademark Office and official foreign trademark offices, as appropriate, to accurately reflect that the Assigned Marks are jointly owned by each of Bain, Satmetrix and Reichheld.

IN WITNESS WHEREOF, Bain has caused this Assignment to be executed as of the Effective Date by its duly authorized representative.

BAIN & COMPANY INC.

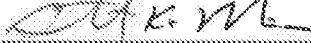
By: 
Name: Stuart K. Min
Title: Secretary

EXHIBIT A

Mark	Jurisdiction	Application No.	Registration No.	Classes
NPS PRISM	European Union	017987485	017987485	35, 41
NPS PRISM	United States	88191702		35, 41

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