

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM574567

|                              |   |
|------------------------------|---|
| <b>SUBMISSION TYPE:</b>      | CORRECTIVE ASSIGNMENT   |
| <b>NATURE OF CONVEYANCE:</b> | Corrective Assignment to correct the names of the receiving parties erroneously omitted from the original assignment cover sheet previously recorded on Reel 006844 Frame 0785. Assignor(s) hereby confirms the 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:<br>MASSACHUSETTS |

## RECEIVING PARTY DATA

|                          |                            |
|--------------------------|----------------------------|
| <b>Name:</b>             | Bain & Company Inc.        |
| <b>Street Address:</b>   | 131 Dartmouth Street       |
| <b>City:</b>             | Boston                     |
| <b>State/Country:</b>    | MASSACHUSETTS              |
| <b>Postal Code:</b>      | 02116                      |
| <b>Entity Type:</b>      | Corporation: MASSACHUSETTS |
| <b>Name:</b>             | SATMETRIX SYSTEMS, INC.    |
| <b>Street Address:</b>   | 950 TOWER LANE             |
| <b>Internal Address:</b> | Suite 500                  |
| <b>City:</b>             | Foster City                |
| <b>State/Country:</b>    | CALIFORNIA                 |
| <b>Postal Code:</b>      | 94404                      |
| <b>Entity Type:</b>      | Corporation: CALIFORNIA    |
| <b>Name:</b>             | Fred Reichheld             |
| <b>Street Address:</b>   | 40 HAMPSHIRE ROAD          |
| <b>City:</b>             | WELLESLEY                  |
| <b>State/Country:</b>    | MASSACHUSETTS              |
| <b>Postal Code:</b>      | 02481                      |
| <b>Entity Type:</b>      | INDIVIDUAL: UNITED STATES  |

## PROPERTY NUMBERS Total: 1

| Property Type  | Number   | Word Mark |
|----------------|----------|-----------|
| Serial Number: | 88191702 | NPS PRISM |

## CORRESPONDENCE DATA

Fax Number:

TRADEMARK

***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:** 2126603052  
**Email:** trademark@sullivanlaw.com  
**Correspondent Name:** Michael S. Palmisciano  
**Address Line 1:** 1633 Broadway  
**Address Line 4:** New York, NEW YORK 10019

|                           |                          |
|---------------------------|--------------------------|
| <b>NAME OF SUBMITTER:</b> | Michael S. Palmisciano   |
| <b>SIGNATURE:</b>         | /Michael S. Palmisciano/ |
| <b>DATE SIGNED:</b>       | 05/01/2020               |

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM558820

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

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

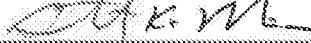
WHEREAS, pursuant to the Joint Ownership Agreement, Bain desires to assign to each of Satmetrix and Reichheld a 1/3 ownership interest in and to the Assigned Marks and Satmetrix and Reichheld desire to accept such assignment from Bain.

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**

| <b>Mark</b> | <b>Jurisdiction</b> | <b>Application No.</b> | <b>Registration No.</b> | <b>Classes</b> |
|-------------|---------------------|------------------------|-------------------------|----------------|
| NPS PRISM   | European Union      | 017987485              | 017987485               | 35, 41         |
| NPS PRISM   | United States       | 88191702               |                         | 35, 41         |

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