

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM589442

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ignite Marketing Analytics, Inc.		05/31/2020	Corporation:
RECEIVING PARTY DATA			
Name:	Acorn Investment Corp.		
Street Address:	401 Congress Avenue		
Internal Address:	Suite 2650		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3044451	THINKVINE	
CORRESPONDENCE DATA			
Fax Number:	5122874866		
<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:	4043179361		
Email:	alison.danaceau@jonespross.com		
Correspondent Name:	Alison Danaceau		
Address Line 1:	1605 Lakecliff Hills Lane		
Address Line 2:	Suite 100		
Address Line 4:	Austin, TEXAS 78732		
NAME OF SUBMITTER:	Alison Danaceau		
SIGNATURE:	/Alison Danaceau/		
DATE SIGNED:	07/30/2020		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

WHEREAS, Ignite Marketing Analytics, Inc. (hereinafter referred to as “Assignor”), a Delaware corporation having an address of 401 Congress Avenue, Suite 2650, Austin, Texas 78701, as of the Effective Date of this Assignment, desires to sell and assign the trademark(s) and/or service mark(s) and related trademark application(s) and/or registration(s) identified in Schedule A attached hereto (collectively, “the Assigned Trademarks”); and

WHEREAS, Acorn Investment Corp. (hereinafter referred to as “Assignee”), a Delaware corporation having an address of 401 Congress Avenue, Suite 2650, Austin, Texas 78701, is desirous of acquiring the entire right, title, and interest in and to the Assigned Property.

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, effective on May 31, 2020 (“Effective Date”), the parties hereto agree as follows:

1. Assignor hereby assigns, sells, conveys and transfers to Assignee, its successors and assigns, Assignor’s entire right, title, and interest in and to: (i) the Assigned Property set forth in Schedule “A”; (ii) any and all goodwill symbolized by and associated with the business conducted under the Assigned Property; (iii) all registrations which have or will issue for the Assigned Property including, without limitation, all registrations and applications (including intent-to-use applications) for the Assigned Property identified in Schedule “A” together with the portion of the business of Assignor to which the Assigned Property applies, which business is ongoing and existing; (iv) any and all common law rights in and to the Assigned Property; (v) all income, royalties, damages and payments in connection with and related to the Assigned Property which become due or payable following the Effective Date of this Assignment; and (vi) all rights to past, present and future claims of any kind (either in law or in equity) including, without limitation, the right to sue for all trademark-related causes of action (e.g., trademark infringement, dilution, cybersquatting, etc.) and to recover and retain any and all damages paid or received as a result of the litigation, settlement, and/or pursuit of such claims.
2. Assignor hereby agrees, at the request and expense of Assignee, to testify in any legal proceedings, execute all lawful papers, make all lawful oaths, and to perform such other acts as Assignee and Assignee’s successors and assigns may deem reasonably necessary to secure the ownership interest in and to the Assigned Property, both in the United States and worldwide, for Assignee and its successors and assigns and/or to evidence the rights hereby transferred.
3. Assignor hereby represents and warrants that it is the sole lawful owner of all rights in and to the Assigned Property; that no assignment, mortgage, sale, license, pledge, encumbrance or alienation of the Assigned Property has been or will be made or entered into which would conflict with this Assignment; and that it has not executed, and will not execute, any other agreement(s) in conflict herewith.
4. Assignor represents and warrants that it has the full legal right and authority to execute and be bound by the terms of this Assignment, that the person signing on its behalf is legally authorized

to do so, that no other party's consent is required to execute this Assignment, and that to the best of its knowledge its execution of this Assignment will not violate any right of any other party.

5. The individual who has executed this Agreement on behalf of Assignor expressly represents and warrants that he or she is authorized to sign on behalf of Assignor for purposes of binding Assignor to effectuate this Assignment to Assignee according to the terms set forth herein.

6. Assignor hereby irrevocably constitutes and appoints Assignee and any officer or agent thereof, with full power of substitution, as its true and lawful attorney-in-fact, with full irrevocable power and authority in Assignor's name to take any and all action and to execute thereafter any and all documents and instruments which Assignee deems necessary or desirable to accomplish the purposes of this Assignment. Assignor further grants Assignee and its duly authorized attorneys and agents the power to insert on this Assignment any further identification which may be necessary or prudent in order to comply with the rules of the United States Patent and Trademark Office, any state or foreign trademark office, or any other legal entity or body whatsoever, for recordation and enforcement of this Assignment.

7. This Assignment shall be binding upon Assignor, its officers, directors, shareholders, managers, members, employees, agents, affiliates, executors, heirs, successors, and assigns.

8. This Assignment may be executed in multiple counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Facsimile and scanned signatures sent by e-mail shall be considered as original signatures. The recitals and Schedule "A" are hereby incorporated into and made a part of this Assignment.

[signature page follows]

IN WITNESS WHEREOF, Assignor has duly executed this Agreement, which is made effective as of the date set forth herein.

ASSIGNOR:

IGNITE MARKETING ANALYTICS, INC.

By: 


May 31, 2020
Date

Name: Andrew S. Price

Title: Chief Financial Officer

ASSIGNEE:

ACORN INVESTMENT CORP.

By: 

May 31, 2020
Date

Name: Andrew S. Price

Title: Chief Financial Officer

SCHEDULE A

ASSIGNED TRADEMARKS

Mark	Country	Serial No.	Filing Date	Reg. No.	Reg. Date
THINKVINE	United States	78/335,604	12/03/2003	3,044,451	1/17/2006
SMARTPLAN	United States	85/894,093	4/03/2013	4,461,445	1/07/2014
SMARTMIX	United States	85/894,105	4/03/2013	4,541,867	6/03/2014
SMARTSPEND	United States	85/894,063	4/03/2013	4,973,473	6/07/2016
SMARTROI	United States	85/894,085	4/03/2013	4,720,707	4/14/2015

Schedule A to Trademark Assignment