

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM591634

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FNF INTELLECTUAL PROPERTY HOLDINGS, INC.		07/09/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SERENO GROUP, INC.		
Street Address:	214 Los Gatos Saratoga Road		
City:	Los Gatos		
State/Country:	CALIFORNIA		
Postal Code:	95030		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4881424	J. ROCKCLIFF	
Registration Number:	4881423	J. ROCKCLIFF	
Registration Number:	3503621	J. ROCKCLIFF REALTORS JR	
CORRESPONDENCE DATA			
Fax Number:	4083548839		
<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:	408-356-3000		
Email:	acasorla@smwb.com		
Correspondent Name:	Romin P. Thomson		
Address Line 1:	983 University Ave., Ste 104C		
Address Line 4:	Los Gatos, CALIFORNIA 95032		
NAME OF SUBMITTER:	CHRIS TRAPANI		
SIGNATURE:	/CHRIS TRAPANI/		
DATE SIGNED:	08/12/2020		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is executed as of this 9th day of July, 2020, by and between FNF INTELLECTUAL PROPERTY HOLDINGS, INC., a Delaware corporation ("Assignor") and SERENO GROUP, INC., a Delaware corporation ("Assignee").

This Assignment of the service marks registered with the United States Patent and Trademark Office as "J ROCKCLIFF" (Reg. No. 4,881,424), "J ROCKCLIFF" (Reg. No. 4,881,423), and "J ROCKCLIFF REALTORS JR" (Reg. No. 3,503,621) (collectively, the "Trademarks") is delivered under that certain Asset Purchase Agreement by and among J. Rockcliff, Inc., a California corporation, Assignee, and FIDELITY NATIONAL FINANCIAL, INC., a Delaware corporation, dated June 30, 2020, the terms and conditions of which are incorporated herein by reference.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to the Assignee, its successors and assigns, the Assignor's entire right, title and interest in and to the Trademarks, together with (i) the benefit of any use of the Trademarks by the Assignor (ii) the goodwill of the business relations to the Trademarks and to the wares or services associated with it, (iii) all income, royalties and damages hereafter due or payable to Assignor with respect to the Trademarks to hold unto the Assignee absolutely.

FNF INTELLECTUAL PROPERTY
HOLDINGS, INC., a Delaware
corporation:

By: 

Name: Anthony J. Park
Title: Executive Vice President and Chief
Financial Officer

SERENO GROUP, INC., a Delaware
corporation:

By: 

CHRIS TRAPANI, President