

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM611212

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
eMarketer, Inc.		11/19/2020	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Insider, Inc.		
<b>Street Address:</b>	One Liberty Plaza, 8th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10006		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88836669	INSIDER INTELLIGENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	Law@RayThomasJrTrademarks.com		
<b>Correspondent Name:</b>	Ray Thomas Jr., Esq.		
<b>Address Line 1:</b>	1050 Connecticut Avenue, NW, Suite 500		
<b>Address Line 4:</b>	Washington, D.C. 20036		
<b>NAME OF SUBMITTER:</b>	Ray Thomas Jr., Esq.		
<b>SIGNATURE:</b>	/Ray Thomas/		
<b>DATE SIGNED:</b>	11/29/2020		
<b>Total Attachments: 1</b>			
source=Assignment Agreement (executed)_INSIDER INTELLIGENCE (88836669)#page1.tif			

OP \$40.00 88836669

**ASSIGNMENT AGREEMENT**

**WHEREAS,**

eMarketer, Inc. ("ASSIGNOR"), a corporation of Delaware, 11 Times Square,  
Floor 14, New York, New York 10036

is the current owner of U.S. App. Ser. No. 88/836,669 (filed March 16, 2020) for the  
mark INTELLIGENCE INSIDER (standard characters) for Classes 9, 35, 41

**WHEREAS,**

Insider, Inc. ("ASSIGNEE"), a corporation of Delaware, One Liberty Plaza, 8<sup>th</sup>  
Floor, New York, New York 10006

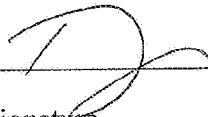
is desirous of acquiring said mark and the application therefor

**NOW THEREFORE,**

for good and valuable consideration, receipt of which is hereby acknowledged, said  
ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and the goodwill of the  
business in which the mark is used, and the above-identified application therefor.

**eMarketer, Inc.**

11/19/20  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Signature

**Barbara Peng**

\_\_\_\_\_  
Name

**President**

\_\_\_\_\_  
Title