

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM615492

| | |
|------------------------------|-------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | SECURITY INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------------------|----------|----------------|-------------------------------------|
| MARITZ HOLDINGS INC. | | 12/14/2020 | Corporation: MISSOURI |
| MARITZ DEALER SOLUTIONS LLC | | 12/14/2020 | Limited Liability Company: NEVADA |
| MARITZ LLC | | 12/14/2020 | Limited Liability Company: MISSOURI |
| MARITZ GLOBAL EVENTS INC. | | 12/14/2020 | Corporation: MISSOURI |
| MARITZ MOTIVATION INC. | | 12/14/2020 | Corporation: MISSOURI |
| MARITZ GLOBAL EVENTS INC. - AT&L INC. | | 12/14/2020 | Corporation: MISSOURI |

RECEIVING PARTY DATA

| | |
|--------------------------|-----------------------------------|
| Name: | Enterprise Bank & Trust |
| Street Address: | 150 MERAMEC AVE. |
| Internal Address: | ATTN: TROY MCLENDON |
| City: | ST. LOUIS |
| State/Country: | MISSOURI |
| Postal Code: | 63105 |
| Entity Type: | chartered trust company: MISSOURI |

PROPERTY NUMBERS Total: 71

| Property Type | Number | Word Mark |
|-----------------------|----------|---------------------------|
| Serial Number: | 88235976 | AGILEEX |
| Serial Number: | 85755662 | BONFIRE |
| Serial Number: | 87805867 | CARTWHEEL A MARITZ AGENCY |
| Serial Number: | 87070058 | CHANNELNEXT |
| Serial Number: | 75355513 | CONFERON |
| Serial Number: | 85895061 | CROWSNEST |
| Serial Number: | 86717342 | CULTURENEXT |
| Serial Number: | 85223652 | CUSTOMERPULSE |
| Serial Number: | 85223637 | CUSTOMERVOICE |
| Serial Number: | 86738583 | CX CAFÉ |
| Serial Number: | 86841553 | CXEVOOLUTION |

TRADEMARK

| Property Type | Number | Word Mark |
|----------------|----------|--|
| Serial Number: | 86738585 | CXFORUM |
| Serial Number: | 87253649 | CXFUEL |
| Serial Number: | 86738584 | CXFUSION |
| Serial Number: | 86738591 | CXSTANDARDS |
| Serial Number: | 76337879 | DEALERPULSE |
| Serial Number: | 88193529 | DECISIONPOINT |
| Serial Number: | 87815212 | DESIGN THE JOURNEY - NOT JUST THE DESTIN |
| Serial Number: | 78945074 | E |
| Serial Number: | 86372066 | EARNPOWER |
| Serial Number: | 86721455 | EDGE |
| Serial Number: | 85223659 | EMPLOYEEPULSE |
| Serial Number: | 85223642 | EMPLOYEEVOICE |
| Serial Number: | 87633062 | ENGAGEMENT POTENTIAL INDEX |
| Serial Number: | 88237799 | ENVY AWARDS |
| Serial Number: | 86686586 | EVENTBIT |
| Serial Number: | 77119998 | EVENTXL |
| Serial Number: | 75386071 | EXCLUSIVELY YOURS |
| Serial Number: | 73471921 | EXCLUSIVELY YOURS |
| Serial Number: | 78974681 | EXPERIENT |
| Serial Number: | 78923769 | EXPERIENT |
| Serial Number: | 76424473 | |
| Serial Number: | 73482339 | IDEASYSTEM |
| Serial Number: | 76282050 | IMPACT |
| Serial Number: | 77573572 | LOYALTYHQ |
| Serial Number: | 86396466 | LOYALTYNEXT |
| Serial Number: | 73563762 | MARITZ |
| Serial Number: | 88175167 | MARITZ EX |
| Serial Number: | 86941941 | MARITZ GLOBAL EVENTS |
| Serial Number: | 86160698 | MARITZ RESEARCH |
| Serial Number: | 73789072 | MARITZ STATS |
| Serial Number: | 77464477 | MARITZ TRAVEL |
| Serial Number: | 86412032 | MARITZCX |
| Serial Number: | 78153388 | MEET WITH SUCCESS |
| Serial Number: | 86586993 | MOBILECX |
| Serial Number: | 75808143 | MTCENTRAL |
| Serial Number: | 85941807 | OPPORTUNITY MAX |
| Serial Number: | 86631543 | |
| Serial Number: | 75846326 | OUR CLIENTS MEET WITH SUCCESS |

| Property Type | Number | Word Mark |
|----------------|----------|--|
| Serial Number: | 87932991 | PEOPLESCIENCE |
| Serial Number: | 78674329 | PERFECTING THE EVENT EXPERIENCE |
| Serial Number: | 86234200 | PLANWELL MEETWELL |
| Serial Number: | 87798073 | POINTS CONCIERGE |
| Serial Number: | 88038780 | PROCX |
| Serial Number: | 88315252 | PX EXCHANGE |
| Serial Number: | 85951002 | REWARD STUDIO |
| Serial Number: | 86271886 | REWARDSPHERE |
| Serial Number: | 73821580 | RUN THROUGH THE WAREHOUSE |
| Serial Number: | 86011891 | SELECTSOURCE |
| Serial Number: | 85702440 | SMARTPROBE |
| Serial Number: | 86710318 | SOCIALCX |
| Serial Number: | 85223686 | SOCIALVOICE |
| Serial Number: | 88193408 | SPECTRUM |
| Serial Number: | 85676384 | SPOTLIGHT |
| Serial Number: | 85195351 | SWAP |
| Serial Number: | 86536867 | TECHCHECK |
| Serial Number: | 76424751 | THE SCIENCE AND ART OF PEOPLE AND POTENT |
| Serial Number: | 85612551 | TRAFFICBOOST |
| Serial Number: | 74671811 | VIRTUAL CUSTOMERS |
| Serial Number: | 78400428 | VIRTUOSO |
| Serial Number: | 76330377 | YOUR REWARDS |

CORRESPONDENCE DATA

Fax Number: 3142592000

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: 3142592000

Email: susan.murphy@bclplaw.com

Correspondent Name: Bryan Cave Leighton Paisner LLP

Address Line 1: 211 North Broadway, Suite 3600

Address Line 4: St. Louis, MISSOURI 63102

| | |
|--------------------------------|--------------|
| ATTORNEY DOCKET NUMBER: | 1014489.89 |
| NAME OF SUBMITTER: | Beth Haden |
| SIGNATURE: | /Beth Haden/ |
| DATE SIGNED: | 12/18/2020 |

Total Attachments: 22

source=Enterprise_Maritz_Notice of IP Security Interest#page1.tif

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**NOTICE OF
GRANT OF SECURITY INTEREST IN
PATENTS AND TRADEMARKS**

United States Patent and Trademark Office

Ladies and Gentlemen:

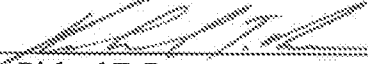
Please be advised that pursuant to that certain Security Agreement dated as of December 14, 2020 (as amended or modified from time to time, the “**Agreement**”) by and among **MARITZ HOLDINGS INC.**, a Missouri corporation (the “**Company**”), **MARITZ DEALER SOLUTIONS LLC**, a Nevada limited liability company (“**Maritz Dealer**”), **MARITZ LLC**, a Missouri limited liability company (“**Maritz LLC**”), **MARITZ GLOBAL EVENTS INC.**, a Missouri corporation (“**Maritz Global**”), **MARITZ MOTIVATION INC.**, a Missouri corporation (“**Maritz Motivation**”) and **MARITZ GLOBAL EVENTS – AT&L INC.**, a Missouri corporation (“**Maritz ATL**”, and together with the Company, Maritz Dealer, Maritz LLC, Maritz Global and Maritz Motivation, the “**Grantors**”), and **ENTERPRISE BANK & TRUST**, a Missouri chartered trust company (“**Lender**”), the undersigned Grantors, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, have granted to Lender a continuing security interest in each Grantor’s right, title and interest in and to the patents set forth on Schedule 1 and the trademarks set forth on Schedule 2, each attached hereto and made a part hereof.

The undersigned Grantors and Lender hereby acknowledge and agree that the security interest in the foregoing patents and trademarks (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any patents or trademarks.

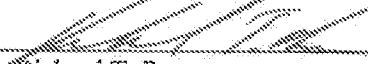
[Signatures Follow]

GRANTORS:

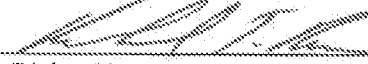
MARITZ HOLDINGS INC.

By: 
Name: Richard T. Ramos
Its: Executive Vice President, Chief Financial Officer and Treasurer

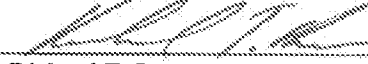
MARITZ DEALER SOLUTIONS LLC

By: 
Name: Richard T. Ramos
Its: Vice President and Treasurer

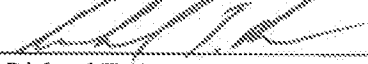
MARITZ LLC

By: 
Name: Richard T. Ramos
Its: Vice President and Treasurer

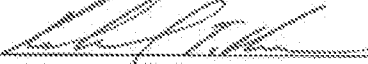
MARITZ MOTIVATION INC.

By: 
Name: Richard T. Ramos
Its: Vice President and Treasurer

MARITZ GLOBAL EVENTS INC.

By: 
Name: Richard T. Ramos
Its: Vice President and Treasurer

MARITZ GLOBAL EVENTS - AT&L INC.

By: 
Name: Richard T. Ramos
Its: Vice President and Treasurer

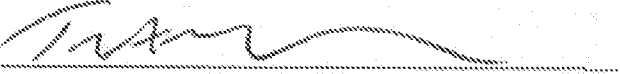
[Signatures continued on next page.]

**SIGNATURE PAGE TO NOTICE OF GRANT OF SECURITY INTEREST IN PATENTS AND
TRADEMARKS**

ACKNOWLEDGED AND ACCEPTED:

SECURED PARTY:

ENTERPRISE BANK & TRUST

By: 
Name: Troy McLendon
Its: Senior Vice President

**SIGNATURE PAGE TO NOTICE OF GRANT OF SECURITY INTEREST IN PATENTS AND
TRADEMARKS**

**TRADEMARK
REEL: 007139 FRAME: 0713**

Schedule 1
Patents
[see attached]

**Patent Report By Invention
Search Criteria**

| | |
|-----------|---------|
| Status | ACTIVE |
| Client ID | 3509501 |

Display Options

| | |
|------------|-----|
| Client Ref | All |
|------------|-----|

| COUNTRY | REFERENCE # CLIENT REFERENCE # | TYPE | FILED | SERIAL # | ISSUED | PATENT # | STATUS |
|---------|-----------------------------------|------|-------|----------|--------|----------|--------|
|---------|-----------------------------------|------|-------|----------|--------|----------|--------|

AUTOMATED NARRATION AND RECORDING FOR DRIVE EVENTS

| | | | | | | | |
|---------------|--|-----|-------------|------------|-------------|---------|--------|
| UNITED STATES | 3509501.0751 MRZ9410 Channel (DRIVE Q) | OTH | 07 Sep 2007 | 11/851,955 | 30 Aug 2011 | 8010286 | ISSUED |
| UNITED STATES | 3509501.075102 MRZ9410.2 Channel (DRIVE Q) | CIP | 03 Sep 2008 | 12/203,216 | 21 Feb 2012 | 8121784 | ISSUED |
| CANADA | 3509501.075103 MRZ9410.3 | OTH | 05 Sep 2008 | 2639367 | 04 Sep 2012 | 2639367 | ISSUED |

BEACON TRACKING THROUGHOUT AN EVENT AREA

| | | | | | | | |
|---------------|--|-----|-------------|------------|-------------|----------|--------|
| UNITED STATES | 3509501.102903 MRZ10100.US EventBit | OTH | 06 Nov 2017 | 15/804,687 | 04 Jun 2019 | 10311267 | ISSUED |
| UNITED STATES | 3509501.1134 MRZ10100.USC1 Event Bit | CON | 04 Jun 2019 | 16/431,243 | 24 Mar 2020 | 10599893 | ISSUED |

DATA ENCODING FOR ANALYSIS ACCELERATION

| | | | | | | | |
|---------------|--------------------------|-----|-------------|------------|-------------|---------|--------|
| UNITED STATES | 3509501.1069 MRZ10140 | OTH | 11 Sep 2013 | 14/023,739 | 02 Dec 2014 | 8902086 | ISSUED |
|---------------|--------------------------|-----|-------------|------------|-------------|---------|--------|

DYNAMIC REAL-TIME SERVICE FEEDBACK COMMUNICATION SYSTEM

| | | | | | | | |
|---------------|--|-----|-------------|------------|--|--|-----------|
| UNITED STATES | 3509501.102802 MRZ10099.US CNXT C2E PLATFORM | OTH | 06 Dec 2017 | 15/833,326 | | | PUBLISHED |
|---------------|--|-----|-------------|------------|--|--|-----------|

GEO-FILTERED PAYMENT PRODUCT

| | | | | | | | |
|---------------|-----------------------------|-----|-------------|------------|--|--|-----------|
| UNITED STATES | 3509501.1155 MRZ10137.US | OTH | 19 Aug 2019 | 16/544,354 | | | PUBLISHED |
|---------------|-----------------------------|-----|-------------|------------|--|--|-----------|

**INTERFACE BETWEEN TWO REWARD PROGRAMS FOR CONCURRENTLY REDEEMING
CURRENCIES**

| | | | | | | | |
|---------------|--|-----|-------------|------------|-------------|---------|--------|
| UNITED STATES | 3509501.0750 MRZ9409 MMS (POINT INTERCHANGE SYSTEM) | OTH | 29 Jan 2008 | 12/021,866 | 28 May 2013 | 8452645 | ISSUED |
|---------------|--|-----|-------------|------------|-------------|---------|--------|

MEETING EFFECTIVENESS PROGRAM OPTIMIZATION

| | | | | | | | |
|---------------|---|-----|-------------|------------|-------------|---------|--------|
| UNITED STATES | 3509501.069102 MRZ9354.2 MTC (TRAVEL INSIGHT) | OTH | 22 Jan 2008 | 12/018,009 | 03 May 2011 | 7937287 | ISSUED |
|---------------|---|-----|-------------|------------|-------------|---------|--------|

| COUNTRY | REFERENCE # CLIENT REFERENCE # | TYPE | FILED | SERIAL # | ISSUED | PATENT # | STATUS |
|---------|-----------------------------------|------|-------|----------|--------|----------|--------|
|---------|-----------------------------------|------|-------|----------|--------|----------|--------|

METHOD AND SYSTEM FOR ELECTRONICALLY SELECTING, MODIFYING, AND OPERATING A MOTIVATION OR RECOGNITION PROGRAM

| | | | | | | | |
|---------------|--|-----|-------------|------------|-------------|---------|--------|
| UNITED STATES | 3509501.046301 MRZ8996.1 MMS (eMARITZ) | OTH | 23 Apr 2001 | 09/840,648 | 22 Jan 2013 | 8359231 | ISSUED |
| AUSTRALIA | 3509501.046304 MRZ8996.4 eMARITZ | OTH | 08 May 2001 | 43771/01 | 19 Jan 2006 | 783193 | ISSUED |

SYSTEM AND METHOD FOR TRANSACTING PURCHASES WITH A CASH VENDOR USING POINTS

| | | | | | | | |
|---------------|--|-----|-------------|------------|-------------|---------|--------|
| UNITED STATES | 3509501.0580 MRZ9239 MMS (T-VAULT) | OTH | 05 Apr 2002 | 10/117,309 | 07 Nov 2006 | 7134087 | ISSUED |
|---------------|--|-----|-------------|------------|-------------|---------|--------|

SYSTEM AND METHOD FOR TRANSACTING PURCHASES WITH A CASH VENDOR USING POINTS AND A VIRTUAL CREDIT CARD

| | | | | | | | |
|---------------|---|-----|-------------|------------|-------------|---------|-----------|
| UNITED STATES | 3509501.0779 MRZ9849 MMS (VIRTUAL tVAULT) | OTH | 22 Jan 2009 | 12/358,052 | 09 Sep 2014 | 8831976 | ISSUED |
| UNITED STATES | 3509501.077902 MRZ9849.USC2 | CON | 09 Apr 2018 | 15/948,573 | | | PUBLISHED |

UNIQUE USER EXPERIENCES IN A CLIENT CONFIGURATION PLATFORM

| | | | | | | | |
|---------------|-------------------------------|-----|-------------|------------|--|--|-----------|
| UNITED STATES | 3509501.096401 MRZ10025.US | OTH | 30 Mar 2016 | 15/085,611 | | | PUBLISHED |
|---------------|-------------------------------|-----|-------------|------------|--|--|-----------|

END OF REPORT

TOTAL ITEMS SELECTED

16

Schedule 2
Trademarks
[see attached]

Search Criteria

Client ID 3509501
Status ACTIVE

Display Options

Goods All
Client Ref All

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------|-----------------------------|------------------------|------------------------------|--------|
|---------|-----------------------------|------------------------|------------------------------|--------|

AGILEEX

| | | | | |
|---------------|--------------------------|---------------------------|--|---------|
| UNITED STATES | 3509501.1128 MRZ10146 | 19 Dec 2018 88/235,976 | | ALLOWED |
|---------------|--------------------------|---------------------------|--|---------|

Goods: 35 - consulting services in the field of human resources development, namely, for the promotion of employee retention, employee career growth, increased productivity for employees and employers, linking employee culture, performance and feedback to customer experience related actions that employees take, and employee management and improvement of the customer experience

BONFIRE

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1002 MRZ10073 | 16 Oct 2012 85/755,662 | 27 May 2014 4,538,799 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing temporary use of on-line proprietary, non-downloadable software for customer creation, design, modification, updating, collection, and maintenance of on-line surveys, questionnaires and polls, and publishing, exporting, emailing, printing and transferring surveys and survey results

CALIFORNIA CLEAN FUEL REWARD

| | | | | |
|---------------|--------------------------|--|--|----------|
| UNITED STATES | 3509501.1139 MRZ10156 | | | PROPOSED |
|---------------|--------------------------|--|--|----------|

CARTWHEEL A MARITZ AGENCY (stylized)

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1045 MRZ10116 | 21 Feb 2018 87/805,867 | 30 Apr 2019 5,737,465 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - advertising agency services; brand concept and brand development services for corporate clients; market research

CHANNELNEXT

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1013 MRZ10084 | 13 Jun 2016 87/070,058 | 26 Sep 2017 5,297,588 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - business consultation in the field of performance improvement programs, employee recognition programs, and business partner loyalty programs for client company's employees, suppliers, distributors, and business partners; creating, promoting, conducting and administering business partner loyalty programs which provide rewards in the form of credit to purchase products and services to promote on-the-job performance

CONFERON

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0955 MRZ10026 | 12 Sep 1997 75/355,513 | 20 Oct 1998 2,198,220 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - consulting services in the area of business meeting planning

CROWSNEST

| | | | | |
|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0923 MRZ9993 | 04 Apr 2013 85/895,061 | 06 Jan 2015 4,668,173 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 35 - collection and analysis of quality metric data for financial service providers for business purposes; market research services; marketing research services; shopping by researchers who pose as customers to evaluate the quality of service delivered

CULTURENEXT

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0984 MRZ10055 | 06 Aug 2015 86/717,342 | 05 Apr 2016 4,934,245 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - business consultation in the fields of performance improvement programs and employee recognition programs for client company's employees; creating, promoting, conducting and administering employee recognition programs which provide rewards in the form of credit to purchase products and services to promote on-the-job performance

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------|-----------------------------|------------------------|------------------------------|--------|
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CUSTOMERPULSE

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0998 MRZ10069 | 21 Jan 2011 85/223,652 | 16 Aug 2011 4,012,263 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

CUSTOMERVOICE

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0996 MRZ10067 | 21 Jan 2011 85/223,637 | 16 Aug 2011 4,012,259 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

CX CAFÉ

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0990 MRZ10061 | 27 Aug 2015 86/738,583 | 17 May 2016 4,959,267 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 41 - on-line journals, namely, blogs featuring information and dialog in the fields of acquisition, satisfaction, and retention of customers, and market research

CXEVOLUTION

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1016 MRZ10087 | 07 Dec 2015 86/841,553 | 26 Jul 2016 5,007,392 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, brand equity, and consumer satisfaction programs, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation

CXFORUM

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0992 MRZ10063 | 27 Aug 2015 86/738,585 | 09 Aug 2016 5,019,469 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 41 - educational services, namely, conducting conferences in the field of acquisition, satisfaction, and retention of customers, and market research

CXFUEL

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1027 MRZ10098 | 01 Dec 2016 87/253,649 | 25 Jul 2017 5,249,976 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing an interactive website in the nature of a software-based connector hub featuring technology that enables users to utilize application integration software, software development tools, and prebuilt connectors for linking survey results and other customer experience data to client enterprise business applications for the purpose of increasing consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity

CXFUSION

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0991 MRZ10062 | 27 Aug 2015 86/738,584 | 18 Oct 2016 5,062,094 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 41 - educational services, namely, conducting conferences in the field of acquisition, satisfaction, and retention of customers, and market research

CXSTANDARDS

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0994 MRZ10065 | 27 Aug 2015 86/738,591 | 06 Sep 2016 5,038,152 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - market reports and studies; provision of marketing reports

DEALERPULSE

| | | | | |
|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0557 MRZ9093 | 14 Nov 2001 76/337,879 | 25 Feb 2003 2,691,626 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 35 - conducting research and providing research results in the field of customer satisfaction in the automobile industry

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------|-----------------------------|------------------------|------------------------------|--------|
|---------|-----------------------------|------------------------|------------------------------|--------|

DECISIONPOINT

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1075 MRZ10144 | 14 Nov 2018 88/193,529 | 24 Dec 2019 5,941,564 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing an internet website portal featuring technology that enables industry and trade organization users to access and analyze real-time data relating to demographics and behavior of attendees of industry tradeshows and trade association events, namely, data relating to attendees' occupations, attendees' employers, sessions attended by attendees within a particular tradeshow or association event, attendees' housing within a particular tradeshow or association event, recreational activities participated in within a particular tradeshow or association event, exhibitor-attendee sales lead exchange information, attendees' locations and dwell times within a particular tradeshow or association event, and aggregated year-over-year data comparing attendees' behaviors in one year to behaviors in other years

DESIGN THE JOURNEY - NOT JUST THE DESTINATION

| | | | | |
|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1048 MRZ10119 | 28 Feb 2018 87/815,212 | 18 Dec 2018 5,631,184 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - business organizational designing, arranging and conducting business conferences, business meetings, and business events; post-event analysis and customer satisfaction review, namely, market research services and guest experience research services; arranging and conducting business conferences and business meetings; providing a full range of business meeting, convention, exhibition, seminar, event, trade show, and conference services, in the area of marketing and promotion of meetings, conventions, exhibitions, seminars, events, trade shows, and conferences, registration services for meeting attendees and exhibitors, business consultation identification consisting of researching and recommending suitable meeting and event venues, business logistics management in the field of meetings, conventions, exhibitions, seminars, events, trade shows, and conferences, food and beverage management in the nature of registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, documentation and information distribution on behalf of others for meetings, conventions, exhibitions, seminars, events, trade shows, and conferences, online registration services for others in the trade show and exposition management field for on-line attendee registration and payment and on-line exhibitor booth selection; business consulting services in the area of planning meetings, conventions, exhibitions, seminars, events, trade shows, and conferences, providing an event specific on-line database featuring meeting, convention, exhibition, seminar, event, trade show, and conference registration data, demographics of meeting attendees, and event specific information of interest to attendees and exhibitors, providing a website featuring business information and consumer information relating to the meeting industry

E (stylized)

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0713 MRZ9376 | 04 Aug 2006 78/945,074 | 18 Dec 2007 3,356,360 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 35 - Administering employee performance incentive award programs to promote sales, innovation, employee recognition, safety, productivity, customer satisfaction, and quality through the use of electronic award access cards

EARNPOWER

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0972 MRZ10042 | 20 Aug 2014 86/372,066 | 10 Nov 2015 4,852,271 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - business consultation in the field of sales incentive programs, performance improvement programs, employee recognition programs, and channel loyalty programs for client company's employees, dealers, suppliers, and distributors; creating, promoting, conducting and administering of sales incentive reward programs to promote on the job performance in the field of sales by a client company's employees, dealers, and distributors
41 - providing employee recognition and incentives by the way of awards to demonstrate excellence in the field of sales and on the job performance

EDGE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0988 MRZ10059 | 11 Aug 2015 86/721,455 | 19 Jan 2016 4,889,664 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing an interactive website for use by industry and trade organizations featuring technology that enables users to access and analyze data relating to demographics and behavior of attendees of industry tradeshows and trade association events

EMPLOYEEPULSE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0999 MRZ10070 | 21 Jan 2011 85/223,659 | 16 Aug 2011 4,012,264 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

EMPLOYEEVOICE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0997 MRZ10068 | 21 Jan 2011 85/223,642 | 16 Aug 2011 4,012,261 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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EMPLOYEEVOICE continued.....

3509501.0997 continued.....

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

ENGAGEMENT POTENTIAL INDEX

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------------|-----------------------------|---------------------------|------------------------------|------------|
| UNITED STATES | 3509501.1040 MRZ10111 | 04 Oct 2017 87/633,062 | 11 Sep 2018 5,562,917 | REGISTERED |

Goods: 42 - providing a web site featuring temporary use of non-downloadable software for assessing and gauging culture quality and employee capacity for commitment to a business organization's mission, vision and values against industry benchmarks, and for generating customized reports thereof

ENVY AWARDS

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------------|-----------------------------|---------------------------|------------------------------|------------|
| UNITED STATES | 3509501.1127 MRZ10145 | 20 Dec 2018 88/237,799 | 15 Oct 2019 5,886,985 | REGISTERED |

Goods: 41 - providing recognition and incentives by the way of awards to demonstrate excellence in the field of the automotive industry

EVENTBIT

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------------|-----------------------------|---------------------------|------------------------------|------------|
| UNITED STATES | 3509501.0982 MRZ10053 | 08 Jul 2015 86/686,586 | 02 Aug 2016 5,014,322 | REGISTERED |

Goods: 35 - activity monitoring services for business purposes in the nature of tracking attendee behavior at business meetings, conventions, exhibitions, seminars, trade shows, and conferences; collection, analysis, and reporting quality metric data for organizers, attendees, and exhibitors at business meetings, conventions, exhibitions, seminars, trade shows, and conferences for business purposes

EVENTXL

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------------|-----------------------------|---------------------------|------------------------------|------------|
| UNITED STATES | 3509501.0960 MRZ10031 | 01 Mar 2007 77/119,998 | 19 Jan 2010 3,740,350 | REGISTERED |

Goods: 35 - providing an online computer database for business purposes in the field of management of meetings, conventions, exhibitions, seminars, events, tradeshow, and conferences

EXCLUSIVELY YOURS

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------|-----------------------------|------------------------|------------------------------|------------|
| CANADA | 3509501.0153 MRZ8720 | 17 Feb 1992 699042 | 12 Mar 1993 409569 | REGISTERED |

Goods: 000 - administering incentive programs for third party businesses, namely providing awards to reward employee performance

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|--------------------------------|-----------------------------|------------------------|------------------------------|------------|
| EUROPEAN UNION (EUTM & RCD) | 3509501.0166 MRZ8733 | 25 Jun 1996 279,216 | 30 Jun 1998 000279216 | REGISTERED |

Goods: 35 - administering, planning, operating and promoting the use of business performance improvement programs and consumer award programs, including promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------------|-----------------------------|---------------------------|------------------------------|------------|
| UNITED STATES | 3509501.0286 MRZ8850 | 06 Nov 1997 75/386,071 | 29 Dec 1998 2,214,505 | REGISTERED |

Goods: 35 - promoting, conducting and administering management and employee performance award programs for others; promoting the goods and services of others through the access and redemption of awards, through the use of electronic award access cards received in connection with incentive award programs and through the distribution of catalogs and printed material

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------------|-----------------------------|---------------------------|------------------------------|------------|
| UNITED STATES | 3509501.0079 MRZ8651 | 26 Mar 1984 73/471,921 | 16 Jul 1985 1,349,928 | REGISTERED |

Goods: 35 - administering incentive programs for business

EXCLUSIVEMENT POUR VOUS

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------|-----------------------------|------------------------|------------------------------|------------|
| CANADA | 3509501.0171 MRZ8738 | 17 Apr 1996 810,170 | 11 Dec 1997 TMA486814 | REGISTERED |

Goods: 000 - administering, planning, operating and promoting the use of business performance improvement programs and consumer award programs, namely, promoting the goods and services of others through the access and redemption of awards received in connection with the incentive award programs

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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EXCLUSIVEMENT VOTRE

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|--------|-------------------------|-------------------------|-------------------------|------------|
| FRANCE | 3509501.0207 MRZ8774 | 26 Sep 1996 96643201 | 04 Mar 1997 96643201 | REGISTERED |
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Goods: 35 - sales promotion services for third parties, customer loyalty programs in particular, the awarding of points and/or rewards to customers, publishing and distribution of promotional material, namely a card allowing its user to make purchases or to benefit from services by way of points earned
36 - financial and banking services, credit and debit card services, management of bank accounts, compensation services (exchange operations)

EXPERIENT

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|-----------|-----------------------------|------------------------|------------------------|------------|
| ARGENTINA | 3509501.089901 MRZ9969.1 | 11 Oct 2011 3121104 | 21 Dec 2012 2548448 | REGISTERED |
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Goods: 35 - all goods/services of the class

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|-------|-----------------------------|-----------------------|--|---------|
| CHILE | 3509501.089907 MRZ9969.5 | 11 Oct 2011 973630 | | PENDING |
|-------|-----------------------------|-----------------------|--|---------|

Goods: 35 - planning, coordination, marketing and registration services for meetings, conferences, seminars, trade shows and conventions; consulting services in the area of planning meetings, conferences, seminars, trade shows and conventions; logistical management in the field of coordinating meetings, conferences, seminars, trade shows and conventions; food and beverage management for others; assistance with selection and procurement of food, beverage, transportation, and exhibition suppliers and supplies for meetings, conferences, seminars, trade shows and conventions; assisting with speaker selection and procurement for meetings, conferences, trade shows, seminars and conventions

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|-------|------------------------------|-------------------------|-------------------------|------------|
| CHINA | 3509501.089902 MRZ9969.10 | 02 Nov 2011 10139175 | 28 Jan 2014 10139175 | REGISTERED |
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Goods: 35 - organization of meetings, exhibitions and trade fairs for commercial or advertising purposes; organization of meetings and trade fairs for commercial or advertising purposes

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| CHINA | 3509501.089903 MRZ9969.11 | 02 Nov 2011 10139174 | 28 Apr 2014 10139174 | REGISTERED |
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Goods: 41 - organization of exhibitions for cultural or educational purposes; arranging and conducting of conferences; arranging and conducting of seminars; arranging and conducting of congresses

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|--------|-----------------------------|---------------------------|-----------------------|------------|
| RUSSIA | 3509501.089910 MRZ9969.8 | 11 Oct 2011 2011733332 | 08 Apr 2013 484626 | REGISTERED |
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Goods: 35 - organization of exhibitions for commercial or advertising purposes; organization of trade fairs for commercial or advertising purposes
41 - organization of exhibitions for cultural or educational purposes; arranging and conducting of conferences, seminars, conventions

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|--------------|-----------------------------|---------------------------|---------------------------|------------|
| SOUTH AFRICA | 3509501.089911 MRZ9969.9 | 03 Oct 2011 2011/24597 | 27 Jun 2014 2011/24597 | REGISTERED |
|--------------|-----------------------------|---------------------------|---------------------------|------------|

Goods: 41 - planning, coordination, marketing and registration services for meetings, conferences, seminars, trade shows and conventions; consulting services in the area of planning meetings, conferences, seminars, trade shows and conventions; logistical management in the field of coordinating meetings, conferences, seminars, trade shows and conventions; food and beverage management for others; assistance with selection and procurement of food, beverage, transportation, and exhibition suppliers and supplies for meetings, conferences, seminars, trade shows and conventions; assisting with speaker selection and procurement for meetings, conferences, trade shows, seminars and conventions

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|----------------|-----------------------------|------------------------|------------------------|------------|
| UNITED KINGDOM | 3509501.089908 MRZ9969.6 | 07 Oct 2011 2597007 | 13 Apr 2012 2597007 | REGISTERED |
|----------------|-----------------------------|------------------------|------------------------|------------|

Goods: 35 - planning, coordination and registration services for meetings, conferences, seminars, trade shows and conventions; consulting services in the area of planning meetings, conferences, seminars, trade shows and conventions; logistical management in the field of coordinating meetings, conferences, seminars, trade shows and conventions; food and beverage management for others; assistance with selection and procurement of food, beverage, transportation, and exhibition suppliers and supplies for meetings, conferences, seminars, trade shows and conventions; assisting with speaker selection and procurement for meetings, conferences, seminars, trade shows and conventions

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0978 MRZ10049 | 14 Sep 2006 78/974,681 | 29 Mar 2016 4,924,698 | REGISTERED |
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| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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EXPERIENT continued.....

3509501.0978 continued.....

Goods: 35 - advertising agency services, namely, media buying services, event marketing and promotion services; advertising marketing and promotion services; and business marketing consulting services
41 - special event planning and special event planning consultation

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0899 MRZ9969 | 20 Jun 2006 78/923,769 | 26 May 2015 4,741,210 | REGISTERED |
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Goods: 35 - providing a full range of meeting, convention, exhibition, seminar, event, tradeshow, and conference services, namely, marketing and promotion of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, registration services for meeting attendees and exhibitors, identification of suitable meeting and event venues, logistics management in the field of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, food and beverage management in the nature of registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, documentation and information on behalf of others for meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, speaker management in the nature of registering, screening, credentialing, and organizing third-party speakers on behalf of others for meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, online registration services for others in the tradeshow and exposition management field for on-line attendee registration and payment and on-line exhibitor booth selection and payment, consulting services in the area of planning meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, providing an event specific on-line database featuring meeting, convention, exhibition, seminar, event, tradeshow, and conference registration data, demographics of meeting attendees, and event specific information of interest to attendees and exhibitors, providing a website featuring business information and consumer information relating to the meeting industry
39 - transportation reservation services for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences; coordinating travel arrangements for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences; making airline and rental car reservations for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences
41 - consulting services in the area of planning meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences all for educational purposes; education and training services, namely, providing seminars and training relating to meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences
42 - providing temporary use of non-downloadable software comprising a graphical user interface for searching on-line databases of tradeshow event-specific information
43 - housing inventory management, namely, arranging temporary housing accommodations for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences; making hotel reservations for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences

Hand Stand Logo

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|--------|-----------------------------|------------------------|--------------------------|------------|
| CANADA | 3509501.059002 MRZ9251.2 | 13 Aug 2002 1149610 | 19 Mar 2004 TMA605740 | REGISTERED |
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Goods: 000 - (1) promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services; travel agency services, namely, coordination of travel and travel reservations for transportation; making temporary lodging reservations for others. (2) promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services; travel agency services, namely, coordination of travel and travel reservations for transportation

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|--------------------------------|-----------------------------|--------------------------|--------------------------|------------|
| EUROPEAN UNION (EUTM & RCD) | 3509501.059001 MRZ9251.1 | 21 Aug 2002 002820371 | 25 Mar 2004 002820371 | REGISTERED |
|--------------------------------|-----------------------------|--------------------------|--------------------------|------------|

Goods: 35 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services
39 - travel agency services, namely, coordination of travel and travel reservations for transportation
43 - making temporary lodging reservations for others

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0590 MRZ9251 | 21 Jun 2002 76/424,473 | 15 Jul 2003 2,736,287 | REGISTERED |
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Goods: 35 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services
39 - travel agency services, namely, coordination of travel and travel reservations for transportation

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|--------------------------------|--|---------------------------|------------------------------|------------|
| IDEASYSTEM | | | | |
| UNITED STATES | 3509501.0081 MRZ8653 | 29 May 1984 73/482,339 | 26 Feb 1985 1,322,618 | REGISTERED |
| Goods: | 41 - educational services-namely, sponsoring and conducting motivational programs using principles of team dynamics to promote ideas for cost saving and quality consciousness, which rewards participants | | | |
| IMPACT | | | | |
| UNITED STATES | 3509501.0289 MRZ8856 | 09 Jul 2001 76/282,050 | 31 Dec 2002 2,668,313 | REGISTERED |
| Goods: | 16 - printed reports in the fields of travel management, travel expenses, business travel, group travel, and incentive travel 35 - preparing business reports featuring the information of others in the fields of travel management, travel expenses, business travel, group travel, and incentive travel | | | |
| LOYALTYHQ | | | | |
| UNITED STATES | 3509501.0801 MRZ9869 | 18 Sep 2008 77/573,572 | 20 Oct 2009 3,700,116 | REGISTERED |
| Goods: | 35 - business consultation services, namely, consultation in the area of customer motivation, customer frequency, customer loyalty, customer relationship management and behavioral marketing | | | |
| LOYALTYNEXT | | | | |
| UNITED STATES | 3509501.0975 MRZ10045 | 16 Sep 2014 86/396,466 | 17 Nov 2015 4,856,633 | REGISTERED |
| Goods: | 35 - business consultation, namely, consultation in the area of customer engagement, experience, motivation, and loyalty, and frequency of customer communication and transaction; design, development, execution and maintenance of customer acquisition, customer retention, and brand advocacy programs which promote the sale of goods and services of others | | | |
| MARITZ | | | | |
| AUSTRALIA | 3509501.0515 MRZ9046 | 07 Dec 2000 859809 | 29 Oct 2001 859809 | REGISTERED |
| Goods: | 35 - promoting, conducting and administering performance and improvement and incentive award programs, group travel programs and marketing research studies; promoting the sale of the goods and services of others and aiding others to operate effective safety programs by means of incentive awards; promoting, conducting and administering business performance improvement and marketing services programs for customers, end-users, employees, dealers and distributors; promoting, conducting and administering consumer loyalty, frequency, and incentive award programs; promoting the goods and services of others through the access and redemption of awards received in connection with business performance improvement and marketing services programs and consumer loyalty, frequency, and incentive award programs; promoting the sale of goods and services of others; consultancy services, namely, providing advice in the fields of marketing, sales, business advertising and promotional programs; marketing research services; and arranging and managing business meetings for others | | | |
| CANADA | 3509501.0013 MRZ8580 | 20 Jul 1966 298527 | 22 Dec 1967 TMA154695 | REGISTERED |
| Goods: | 000 - promoting the sale of the goods and services of others and aiding others to operate effective safety programs by means of incentive awards and travel agency services | | | |
| CHINA | 3509501.0731 MRZ9391 | 08 Dec 2006 5772990 | 07 Jan 2010 5772990 | REGISTERED |
| Goods: | 39 - travel agency services; travel reservation, transport reservation; booking of seats for travel, sightseeing (tourism), information regarding travel arrangements | | | |
| CHINA | 3509501.0728 MRZ9388 | 08 Dec 2006 5772989 | 07 Dec 2009 5772989 | REGISTERED |
| Goods: | 35 - market research services; consulting services regarding business advertising and promotional programs; business management assistance; market analysis; business management and organization consultancy; commercial or industrial management assistance; efficiency experts; advisory services for business management; sales promotion (for others); personnel management consultancy | | | |
| EUROPEAN UNION (EUTM & RCD) | 3509501.0717 MRZ9379 | 12 Oct 2006 5414404 | 07 Sep 2007 005414404 | REGISTERED |

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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MARITZ continued.....

3509501.0717 continued.....

Goods: 35 - planning and operating sales and marketing incentive and motivation programs, productivity programs, and job performance programs; market research services; consulting services regarding business advertising and promotional programs; and arranging and managing business meetings for others
39 - travel agency services

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|-----------|-------------------------|------------------------|----------------------------|------------|
| HONG KONG | 3509501.0319 MRZ8889 | 09 Jan 1998 9800254 | 20 Nov 1998 199812098AA | REGISTERED |
|-----------|-------------------------|------------------------|----------------------------|------------|

Goods: 35 - arranging and promoting the use of business performance improvement programs and consumer award programs for others; promoting the goods and services of others
39 - travel agency services

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|-------------|-------------------------|---------------------------|-------------------------|------------|
| SWITZERLAND | 3509501.0716 MRZ9378 | 11 Sep 2006 58130/2006 | 30 Jan 2007 P-554890 | REGISTERED |
|-------------|-------------------------|---------------------------|-------------------------|------------|

Goods: 35 - planning and operating sales and marketing incentive and motivation programs, productivity programs, and job performance programs; market research services; consulting services regarding business advertising and promotional programs; and arranging and managing business meetings for others
39 - travel reservation, transport reservation; booking of seats for travel, travel brokerage, information regarding travel arrangements

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|----------------|-------------------------|------------------------|------------------------|------------|
| UNITED KINGDOM | 3509501.0031 MRZ8598 | 23 Feb 1987 1301753 | 18 Oct 1991 1301753 | REGISTERED |
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Goods: 35 - planning and operation of employee incentive, motivation, and performance schemes; conducting of productivity studies; market research; consultations relating to business advertising and to business promotion; arranging meetings for others

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|----------------|-------------------------|------------------------|------------------------|------------|
| UNITED KINGDOM | 3509501.0032 MRZ8599 | 23 Feb 1987 1301754 | 11 Oct 1991 1301754 | REGISTERED |
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Goods: 39 - travel agency services

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0021 MRZ8588 | 18 Oct 1985 73/563,762 | 28 Apr 1987 1,438,291 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 35 - planning and operating sales and marketing incentive and motivation programs, productivity programs, and job performance programs; market research services; consulting services regarding business advertising and promotional programs; and arranging and managing business meetings for others
39 - travel agency services

MARITZ EX

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1068 MRZ10139 | 30 Oct 2018 88/175,167 | 07 Jan 2020 5,957,027 | REGISTERED |
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Goods: 35 - business consultation in the fields of employee performance improvement programs and employee recognition programs for third party client company employees; creating, promoting, conducting and administering employee recognition programs which provide rewards in the form of credit to purchase products and services to promote on-the-job performance

MARITZ GLOBAL EVENTS

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1015 MRZ10086 | 16 Mar 2016 86/941,941 | 13 Dec 2016 5,102,030 | REGISTERED |
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| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|---------|-----------------------------|------------------------|------------------------------|--------|
|---------|-----------------------------|------------------------|------------------------------|--------|

MARITZ GLOBAL EVENTS continued.....

3509501.1015 continued.....

Goods: 35 - planning, operating and managing sales and marketing incentive and motivation programs, productivity programs, and job performance programs, namely, incentive award programs to promote the sale of products and services of others; designing, arranging and conducting business conferences, business meetings, and business events; post-event analysis and customer satisfaction review, namely, market research services and guest experience research services; arranging and conducting business conferences and business meetings; travel management services; business travel management services; develop marketing communications for others, namely, promoting and marketing the goods and services of others through all publication means; participant-based research, namely, market research studies in the field of business travel management, sales and marketing incentive programs, productivity programs, and job performance programs; strategic sourcing, namely, coordinating service suppliers in the field of travel services; providing a full range of meeting, convention, exhibition, seminar, event, tradeshow, and conference services, namely: marketing and promotion of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, registration services for meeting attendees and exhibitors, identification of suitable meeting and event venues, logistics management in the field of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, food and beverage management in the nature of registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, documentation and information on behalf of others for meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, speaker management in the nature of registering, screening, credentialing, and organizing third-party speakers on behalf of others for meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, online registration services for others in the tradeshow and exposition management field for on-line attendee registration and payment and on-line exhibitor booth selection and payment, consulting services in the area of planning meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, providing an event specific on-line database featuring meeting, convention, exhibition, seminar, event, tradeshow, and conference registration data, demographics of meeting attendees, and event specific information of interest to attendees and exhibitors, providing a website featuring business information and consumer information relating to the meeting industry

MARITZ LOYALTY MARKETING

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|--------|-----------------------------|------------------------|--------------------------|------------|
| CANADA | 3509501.089801 MRZ9968.1 | 17 Aug 2012 1590589 | 31 Oct 2013 TMA864033 | REGISTERED |
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Goods: 000 - business consultation, namely, consultation in the area of customer motivation, and frequency of customer communication and transaction; design, development, execution and maintenance of customer acquisition, customer retention, and brand advocacy programs which promote the sale of goods and services of others

MARITZ RESEARCH

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0927 MRZ9997 | 08 Jan 2014 86/160,698 | 01 Jul 2014 4,560,443 | REGISTERED |
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Goods: 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation

MARITZ STATS

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0093 MRZ8666 | 27 Mar 1989 73/789,072 | 30 Oct 1990 1,619,507 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 09 - computer programs for use by market researchers directed toward statistical routines

MARITZ TRAVEL

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0765 MRZ9835 | 02 May 2008 77/464,477 | 07 Jul 2009 3,649,559 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 35 - planning, operating and managing sales and marketing incentive and motivation programs, productivity programs, and job performance programs, namely, incentive award programs to promote the sale of products and services of others; arranging and conducting business conferences, business meetings, and business events; post-event analysis and customer satisfaction review, namely market research services; arranging and conducting business conferences and business meetings; travel management services; business travel management services; develop marketing communications for others, namely promoting and marketing the goods and services of others through all publication means; participant-based research, namely, market research studies in the field of business travel management, sales and marketing incentive programs, productivity programs, and job performance programs; strategic sourcing, namely, coordinating service suppliers in the field of travel services

MARITZ VIRTUAL CUSTOMERS

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|----------------|-------------------------|------------------------|------------------------|------------|
| UNITED KINGDOM | 3509501.0830 MRZ9900 | 05 Nov 1999 2213510 | 21 Apr 2000 2213510 | REGISTERED |
|----------------|-------------------------|------------------------|------------------------|------------|

Goods: 35 - conducting of market research, providing field work and preparation of reports and marketing studies; marketing consultancy and business advice relating to sales and marketing

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
|--------------------------------|--|------------------------|------------------------------|------------|
| MARITZCX | | | | |
| AUSTRALIA | 3509501.097611 MRZ10046.2-AU | 03 Oct 2014 1233063 | 06 May 2015 1671378 | REGISTERED |
| Goods: | 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty | | | |
| CANADA | 3509501.097601 MRZ10046.1 | 02 Oct 2014 1696484 | 25 Aug 2016 TMA947469 | REGISTERED |
| Goods: | 000 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 001 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty | | | |
| EUROPEAN UNION (EUTM & RCD) | 3509501.097614 MRZ10046.2-EM | 03 Oct 2014 1233063 | 01 Dec 2015 1233063 | REGISTERED |
| Goods: | 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty | | | |
| JAPAN | 3509501.097610 MRZ10046.2-JP | 03 Oct 2014 1233063 | 07 Jul 2015 1233063 | REGISTERED |
| Goods: | 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty | | | |
| MEXICO | 3509501.097612 MRZ10046.2-MX | 03 Oct 2014 1574748 | 13 Nov 2015 1589524 | REGISTERED |
| Goods: | 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation | | | |
| MEXICO | 3509501.097613 MRZ10046.2-MX2 | 03 Oct 2014 1574749 | 13 Nov 2015 1589525 | REGISTERED |
| Goods: | 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty | | | |
| NEW ZEALAND | 3509501.097616 MRZ10046.2-NZ | 10 Jun 2018 1233063 | 11 Dec 2018 1097608 | REGISTERED |
| Goods: | 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty | | | |
| RUSSIA | 3509501.097615 MRZ10046.2-RU | 03 Oct 2014 1233063 | 19 Jan 2016 1233063 | REGISTERED |
| Goods: | 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty | | | |

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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MARITZCX continued....

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| UNITED STATES | 3509501.0976 MRZ10046 | 01 Oct 2014 86/412,032 | 13 Oct 2015 4,833,435 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation
42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

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| WIPO | 3509501.097602 MRZ10046.2 | 03 Oct 2014 1233063 | 03 Oct 2014 1233063 | REGISTERED |
|------|------------------------------|------------------------|------------------------|------------|

Goods: 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation
42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

MEET WITH SUCCESS

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0953 MRZ10023 | 12 Aug 2002 78/153,388 | 03 Jun 2003 2,721,582 | REGISTERED |
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Goods: 41 - education and training services, namely providing seminars and training relating to meetings, conferences, seminars, events and conventions

MEETINGHQ

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|--------|-----------------------------|------------------------|--------------------------|------------|
| CANADA | 3509501.049102 MRZ9024.2 | 06 Nov 2000 1081603 | 24 May 2005 TMA640293 | REGISTERED |
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Goods: 000 - (1) travel management services; travel agency services; travel management and travel agency services rendered in connection with conferences, conventions and gatherings, namely, coordination of travel and travel reservations for transportation and for temporary lodging in connection with conferences, conventions and gatherings; (2) travel agency services, namely coordination of travel and travel reservations for transportation in connection with conferences, conventions and gatherings; travel management services; business travel management services, namely, coordination of reservations for business conferences, conventions, and gatherings; travel agency services, namely, coordination of travel and travel reservations for temporary lodging in connection with conferences, conventions and gatherings

MOBILECX

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1010 MRZ10081 | 03 Apr 2015 86/586,993 | 17 Jan 2017 5,124,983 | REGISTERED |
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Goods: 09 - computer software for customer interaction evaluation; computer software that provides customer experience information; computer software for use in customer experience management; all of the foregoing for use in the product and services industries

MTCENTRAL

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0386 MRZ8952 | 24 Sep 1999 75/808,143 | 09 Oct 2001 2,496,985 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 39 - providing information in the field of travel via a global computer network and via a local computer network

MYREWARDS

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|--------|-------------------------|------------------------|--------------------------|------------|
| CANADA | 3509501.0806 MRZ9877 | 27 Feb 2009 1429281 | 30 Apr 2010 TMA765442 | REGISTERED |
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Goods: 000 - promoting, conducting, and administering employee and distributor sales incentive award programs for others in the automotive industry

OPPORTUNITY MAX

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0924 MRZ9994 | 24 May 2013 85/941,807 | 12 Nov 2013 4,432,616 | REGISTERED |
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Goods: 35 - marketing consultation in the field of digital marketing; providing marketing consulting in the field of social media

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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OPPORTUNITY MAX LOGO

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0981 MRZ10052 | 15 May 2015 86/631,543 | 07 Jun 2016 4,974,726 | REGISTERED |
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Goods: 35 - marketing consultation in the field of digital marketing; providing marketing consulting in the field of social media

OUR CLIENTS MEET WITH SUCCESS

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0954 MRZ10024 | 11 Nov 1999 75/846,326 | 04 Sep 2001 2,486,084 | REGISTERED |
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Goods: 35 - consulting services in the area of business meeting planning

PEOPLESCIENCE

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| UNITED STATES | 3509501.1036 MRZ10107 | 23 May 2018 87/932,991 | 14 May 2019 5,753,604 | REGISTERED |
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Goods: 42 - providing scientific research information in the field of customer attributes, namely, of customer engagement, motivation, habits, rewards, experience, loyalty, and frequency; and in the fields of employee and business partner attributes, namely, employee and business partner engagement, motivation, and incentive

PERFECTING THE EVENT EXPERIENCE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0956 MRZ10027 | 20 Jul 2005 78/674,329 | 15 Jan 2008 3,369,206 | REGISTERED |
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Goods: 35 - planning, coordination, marketing and registration services for business meetings, conferences and conventions; consulting services in the area of planning business meetings, conferences and conventions; logistical management in the field of coordinating business meetings, conferences, seminars, trade shows, conventions; food and beverage management for others, assistance with selection and procurement of food, beverage, transportation, and exhibition suppliers and supplies for business meetings, conferences, seminars, trade shows and conventions; assisting with speaker selection and procurement for business meetings, conferences, trade shows and seminars and conventions

PLANWELL MEETWELL

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| UNITED STATES | 3509501.0936 MRZ10006 | 27 Mar 2014 86/234,200 | 26 May 2015 4,744,912 | REGISTERED |
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Goods: 35 - meeting, convention, exhibition, seminar, event, tradeshow, and conference services, namely, marketing and promotion of meetings, conventions, exhibitions, seminars, events, tradeshow, and conferences, registration services for meeting attendees and exhibitors, identification of suitable meeting and event venues, and logistics management in the field of meetings, conventions, exhibitions, seminars, events, tradeshow, and conferences

POINTS CONCIERGE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1051 MRZ10122 | 14 Feb 2018 87/798,073 | 02 Jul 2019 5,791,532 | REGISTERED |
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Goods: 35 - market research and market intelligence services

PROCX

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|---------------|--------------------------|---------------------------|--|---------|
| UNITED STATES | 3509501.1063 MRZ10134 | 16 Jul 2018 88/038,780 | | PENDING |
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Goods: 35 - providing an interactive website featuring an integrated suite of online non-downloadable software for customer experience professionals that connects customer experience program insight and action into one technology platform and that is used for data collection, survey management, reporting, analytics, visualization, and publication of customer experience data for the purpose of increasing customer satisfaction, consumer potential, consumer and business loyalty, and brand equity and that helps businesses drive higher efficiency and customer engagement

PX EXCHANGE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1129 MRZ10147 | 25 Feb 2019 88/315,252 | 29 Oct 2019 5,899,113 | REGISTERED |
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Goods: 35 - providing business information in the field of incentive program planning, design, and execution via a website; providing business information in the field of incentive program planning, design, and execution via the internet; providing on-line information, news and commentary in the field of incentive program planning, design, and execution; administering discount group purchasing programs, namely, negotiating contracts with providers of travel services to enable participant members of an online community to obtain discounts on the purchase of their goods or services

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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REWARD STUDIO

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0904 MRZ9974 | 05 Jun 2013 85/951,002 | 14 Jul 2015 4,773,377 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 35 - promoting, conducting and administering management and employee performance award programs to promote increased sales and customer loyalty programs for others by means of issuing and processing loyalty awards for good sales performance and for purchase of a company's goods and services; promoting, conducting and administering management and employee performance award programs to promote increased sales and customer loyalty programs for others by means of issuing and processing loyalty awards used to redeem or purchase personal luxury services and experiential services for good sales performance and for purchase of a company's goods and services; electronic online catalog services featuring consumer merchandise offered in connection with sales, performance and loyalty incentive programs for employees, distributors, partners and customers

REWARDS IN STORE

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|----------------|-------------------------|------------------------|------------------------|------------|
| UNITED KINGDOM | 3509501.0107 MRZ8680 | 16 Dec 1987 1330069 | 10 Apr 1992 1330069 | REGISTERED |
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Goods: 35 - business management assistance and advice relating to incentive schemes to improve employee performance

REWARDSPHERE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0966 MRZ10036 | 05 May 2014 86/271,886 | 05 May 2015 4,733,105 | REGISTERED |
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Goods: 35 - business consultation in the field of sales incentive programs, performance improvement programs, employee recognition programs, channel loyalty programs, and consumer loyalty programs for client company's employees, dealers, suppliers, distributors, and customers; creating, promoting, conducting and administering of sales incentive reward programs to promote on the job performance in the field of sales by a client company's employees, dealers, and distributors, and consumer loyalty programs which provide rewards in the form of credit to purchase products and services in order to reward loyalty by customers

RUN THROUGH THE WAREHOUSE

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0112 MRZ8685 | 25 Aug 1989 73/821,580 | 05 Feb 1991 1,634,313 | REGISTERED |
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Goods: 35 - planning and operating sales and marketing incentive and motivational programs and job performance programs for others

SELECTSOURCE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0963 MRZ10034 | 16 Jul 2013 86/011,891 | 25 Feb 2014 4,488,160 | REGISTERED |
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Goods: 35 - customer loyalty program providing discounted or preferential access to goods and services in the fields of meetings, trade shows, and events

SMARTPROBE

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0856 MRZ9926 | 13 Aug 2012 85/702,440 | 02 Apr 2013 4,313,040 | REGISTERED |
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Goods: 35 - marketing research services, namely, conducting business and market research surveys, interactive online surveys, and interactive mobile surveys; business and business administration services, namely, enterprise feedback management and customer satisfaction management by administration, analysis, and reporting of surveys

SOCIALCX

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0986 MRZ10057 | 30 Jul 2015 86/710,318 | 21 Feb 2017 5,147,457 | REGISTERED |
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Goods: 09 - computer software and computer software platforms in the field of customer experience for analyzing data and interacting with customers from websites and computer applications by which users network and create and share content
35 - providing marketing consulting in the field of websites and computer applications by which users network and create and share content; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers

SOCIALVOICE

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1000 MRZ10071 | 21 Jan 2011 85/223,686 | 16 Aug 2011 4,012,266 | REGISTERED |
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Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing social media, and analyzing and segmenting the social media so that it can be displayed and responded to

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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SPEAKBACK!

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| CANADA | 3509501.017001 MRZ8739.1 | 02 Apr 2007 1341890 | 18 Mar 2008 TMA709802 | REGISTERED |
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Goods: 000 - marketing research services utilizing audio response technology

SPECTRUM

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|---------------|--------------------------|---------------------------|--|---------|
| UNITED STATES | 3509501.1074 MRZ10143 | 14 Nov 2018 88/193,408 | | PENDING |
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Goods: 35 - business consultation services for business meeting and convention organizers in the field of site selection for business meetings, conventions, exhibitions, seminars, events, trade shows, and conferences; providing an internet website portal featuring access to business data for business meeting and convention organizers in the field of site selection for business meetings, conventions, exhibitions, seminars, events, trade shows, and conferences for business services

SPOTLIGHT

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.1001 MRZ10072 | 13 Jul 2012 85/676,384 | 26 Mar 2013 4,310,703 | REGISTERED |
|---------------|--------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing temporary use of on-line proprietary, non-downloadable software for customer creation, design, modification, updating, collection, and maintenance of on-line surveys, questionnaires and other data collection formats, and publishing, exporting, emailing, printing and transferring surveys and survey results

SWAP

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0961 MRZ10032 | 10 Dec 2010 85/195,351 | 10 Jul 2012 4,170,017 | REGISTERED |
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Goods: 09 - computer application software for mobile phones and tablet PCs, namely, software for the exchange of business contact information

TECHCHECK

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0974 MRZ10044 | 17 Feb 2015 86/536,867 | 13 Sep 2016 5,043,042 | REGISTERED |
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Goods: 42 - website design consultancy; website usability testing services

THE SCIENCE AND ART OF PEOPLE AND POTENTIAL

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|--------|-----------------------------|------------------------|--------------------------|------------|
| CANADA | 3509501.059102 MRZ9252.2 | 13 Aug 2002 1149607 | 07 Jun 2004 TMA612217 | REGISTERED |
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Goods: 000 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services; travel agency services, namely, coordination of travel and travel reservations for transportation; making temporary lodging reservations for others

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| EUROPEAN UNION (EUTM & RCD) | 3509501.059101 MRZ9252.1 | 16 Sep 2002 002852945 | 11 Dec 2003 002852945 | REGISTERED |
|--------------------------------|-----------------------------|--------------------------|--------------------------|------------|

Goods: 35 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services
39 - travel agency services, namely, coordination of travel and travel reservations for transportation
43 - making temporary lodging reservations for others

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0591 MRZ9252 | 21 Jun 2002 76/424,751 | 26 Aug 2003 2,755,572 | REGISTERED |
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Goods: 35 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services
39 - travel agency services, namely, coordination of travel and travel reservations for transportation

| COUNTRY | REFERENCE # CLIENT REF # | FILED APPLICATION # | REGISTERED REGISTRATION # | STATUS |
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TRAFFICBOOST

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|---------------|--------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0962 MRZ10033 | 30 Apr 2012 85/612,551 | 03 Sep 2013 4,397,164 | REGISTERED |
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Goods: 42 - providing temporary use of non-downloadable computer software for use by event organizers and exhibitors for communicating with customers and building databases

VIRTUAL CUSTOMERS

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0137 MRZ8710 | 09 May 1995 74/671,811 | 16 Dec 1997 2,122,049 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 35 - mystery shopping services, namely, shopping by researchers who pose as customers to evaluate the quality of service delivered

VIRTUOSO

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0437 MRZ8970 | 12 Apr 2004 78/400,428 | 03 Jan 2006 3,037,613 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 42 - providing temporary use of on-line non-downloadable software for management and reporting of quality-of-service data and evaluations, gathered and reported by researchers who pose as shoppers

VOTRE CHOIX

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|--------|-----------------------------|------------------------|--------------------------|------------|
| CANADA | 3509501.018502 MRZ8754.2 | 14 Jun 2005 1261201 | 15 Jul 2008 TMA718523 | REGISTERED |
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Goods: 000 - electronic award access cards received in connection with employee performance incentive award programs
001 - promoting, conducting and administering management and employee performance award programs for others; coordinating the access and redemption of awards and the use of electronic award access cards received in connection with employee performance incentive award programs

XLERATE

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|---------------|--------------------------|--|--|----------|
| UNITED STATES | 3509501.1137 MRZ10155 | | | PROPOSED |
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YOUR CHOICE

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| CANADA | 3509501.018501 MRZ8754.1 | 14 Jun 2005 1261202 | 14 Jul 2008 TMA718474 | REGISTERED |
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Goods: 000 - electronic award access cards received in connection with incentive award programs
001 - promoting, conducting and administering management and employee performance award programs for others; coordinating the access and redemption of awards and the use of electronic award access cards received in connection with employee performance incentive award programs

YOUR REWARDS

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|---------------|-------------------------|---------------------------|--------------------------|------------|
| UNITED STATES | 3509501.0433 MRZ8966 | 25 Oct 2001 76/330,377 | 17 Dec 2002 2,662,582 | REGISTERED |
|---------------|-------------------------|---------------------------|--------------------------|------------|

Goods: 16 - downloadable electronic online catalog featuring merchandise offered in connection with sales, performance and loyalty incentive programs for employees, distributors, partners and customers
35 - mail-order and electronic online catalog services featuring merchandise offered in connection with sales, performance and loyalty incentive programs for employees, distributors, partners and customers

END OF REPORT

TOTAL ITEMS SELECTED =

114