

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM626565

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/01/2020		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MOBIFY RESEARCH AND DEVELOPMENT INC.		02/10/2021	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	salesforce.com, inc.		
Street Address:	Salesforce Tower, 415 Mission Street, 3rd Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3969382	MOBIFY	
CORRESPONDENCE DATA			
Fax Number:	9495676710		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4157735700		
Email:	ipprosecutionsf@orrick.com		
Correspondent Name:	Beth M. Goldman		
Address Line 1:	2050 Main Street, Suite 1100		
Address Line 2:	Orrick, Herrington & Sutcliffe LLP		
Address Line 4:	Irvine, CALIFORNIA 92614-8255		
ATTORNEY DOCKET NUMBER:	27263-6066		
NAME OF SUBMITTER:	Betsy Wang Lee		
SIGNATURE:	/Betsy Wang Lee/		
DATE SIGNED:	02/16/2021		
Total Attachments: 3			
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GLOBAL TRADEMARK ASSIGNMENT

This Trademark Assignment (this “*Assignment*”) is made and entered into as of November 1, 2020, by and between Mobify Research and Development Inc., a Canadian corporation (“*Assignor*”) and salesforce.com, inc., a Delaware corporation with a place of business at Salesforce Tower, 415 Mission St. 3rd Floor, San Francisco, CA 94105 (“*Assignee*”).

WHEREAS, the parties agree that Assignor will assign all of the Assignor’s rights, title and interest in and to all of the trademarks, service marks, and trade names, together with any common law rights in, as well as the goodwill associated with and symbolized by them, including, without limitation, those trademarks, service marks, and trade names listed in Exhibit A (all such trademarks, service marks, and trade names referred to collectively as the “*Assigned Trademarks*”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, the Assignor and the Assignee each agree as follows:

1. Assignment. Assignor assigns, transfers, conveys and delivers to the Assignee and its successors and assigns, and the Assignee accepts from the Assignor, all of Assignor’s rights, title and interest in, to, and under the Assigned Trademarks, including, without limitation, all common law trademarks for which no applications or registrations exist, all applications to register any of the Assigned Trademarks, and all registrations that have been or may be granted for any of the Assigned Trademarks, together with all common law rights associated with the applications and registrations, and all goodwill associated with the Assigned Trademarks and symbolized thereby, along with that portion of the business which is ongoing and existing to which the trademarks pertain, together with the right to sue and recover damages for future, present, and past infringements of the Assigned Trademarks and to fully and entirely stand in the place of the Assignor in all matters related to the Assigned Trademarks.

2. Further Assurances.

a. The Assignor agrees to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in relevant state and national trademark offices.

b. Assignor grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office, or rules of other entities including but not limited to United States or foreign governments or patent offices, for recordation of this document.

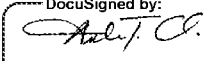
c. Assignor represents that Assignor has the rights, titles, and interests to convey as set forth herein, and covenants with Assignee that the Assignor has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the right, title, and interest herein conveyed.


3. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by each party. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors.

4. This Assignment may be executed in one or more counterparts, and by each party in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement.

Mobify Research and Development Inc.
(Assignor)

salesforce.com, inc.
(Assignee)

By: 
7C1452F3E2E1472...

By: 
A87B0CFD57C5474...

Name: Amber Tina Chi

Name: Scott Siamas

Title: President

Title: Assistant Secretary

Date: February 10, 2021 | 11:13:00 PST

Date: February 10, 2021 | 11:02:35 PST

EXHIBIT A**Trademarks**

JURISDICTION	TRADEMARK	CLASS	APPL. NO.	APPL. DATE	REG. NO.	REG. DATE
Canada	MOBIFY	42	1446953	2009-08-04	TMA813699	2011-12-09
EU	MOBIFY	35, 42	009506833	2010-11-09	009506833	2011-04-26
US	MOBIFY	35, 42	85087520	2010-07-19	3969382	2011-05-31