

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM645893

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Agency Matrix LLC		05/03/2021	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Zywave, Inc.		
Street Address:	10100 W. Innovation Dr., Suite 300		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53226		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5610465	INSIDE THE AGENCY	
CORRESPONDENCE DATA			
Fax Number:	4142770656		
<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:	4142716560		
Email:	klbehnke@michaelbest.com		
Correspondent Name:	Michael Best & Friedrich LLP		
Address Line 1:	790 N. Water Street, Suite 2500		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Laura M. Konkel		
SIGNATURE:	/Laura M. Konkel/		
DATE SIGNED:	05/11/2021		
Total Attachments: 1			
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OP \$40.00 5610465

TRADEMARK ASSIGNMENT AGREEMENT

This assignment agreement, effective as of the date it is fully executed by both parties, is entered into by and between Agency Matrix LLC, a Texas limited liability company (“Assignor”), and Zywave, Inc., a Wisconsin corporation (“Assignee”).

Assignor owns the trademark INSIDE THE AGENCY (the “Mark”) and U.S. federal Registration No. 5610465 for the Mark.

Assignee wants to acquire all of Assignor’s right, title, and interest in and to the Mark and Assignor is willing to assign the Mark to Assignee.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Mark and all common law rights in the Mark, together with the goodwill of the business symbolized by the Mark and its right to sue for past infringement of the Mark and to recover any and all damages and award for such infringement.

AGENCY MATRIX LLC

ZYWAVE, INC.

Signature: DocuSigned by:
Joe Gibson
E486A0454639417...

Signature: DocuSigned by:
Joe Gibson
E486A0454639417...

Name: Joe Gibson

Name: Joe Gibson

Title: CFO

Title: CFO

Date: 5/3/2021

Date: 5/3/2021