

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM657337

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900619269		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Digital River, Inc.		06/30/2021	Corporation:
RECEIVING PARTY DATA			
Name:	MarketForce, Inc.		
Street Address:	1611 Telegraph Avenue, 4th Floor		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94612		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4626937	MARKET FORCE	
CORRESPONDENCE DATA			
Fax Number:	7136155735		
<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:	7137582383		
Email:	bfalcon@velaw.com		
Correspondent Name:	Briana Falcon		
Address Line 1:	1001 Fannin Street		
Address Line 2:	Suite 2500		
Address Line 4:	Houston, TEXAS 77002		
NAME OF SUBMITTER:	Briana R. Falcon		
SIGNATURE:	/brf/		
DATE SIGNED:	07/01/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

This trademark assignment agreement is effective June 30, 2021, and is between Digital River, Inc., a Delaware corporation (“Assignor”) and MarketForce, Inc., a Delaware corporation (“Assignee”).

WHEREAS Assignor wants to assign and Assignee wants to receive all of Assignor’s right, title and interest in the trademark as identified below (the “Mark”) and any and all goodwill associated with the Mark and that portion of the business to which the Mark pertains.

Mark	Registration No.	Registration date
MARKET FORCE	US 4626937	Oct. 28, 2014

NOW, THEREFORE, the parties agree as follows:

In consideration for the sum of US\$1 (one United States dollar), and other good and valuable consideration, Assignor now assigns to Assignee all of Assignor’s right, title and interest in the Mark as it exists anywhere in the world and as may be created or acquired at any date in the future, together with any goodwill associated with the Mark and the business connected to the use of the Mark, the same to be held and enjoyed by Assignee, his successors and assigns forever, as fully and entirely as the same could have been held and enjoyed by Assignor if this assignment had not been made, and Assignee does hereby accept such assignment. This assignment includes without limitation all applications and registrations for the Mark, all priority rights or claims based on International Conventions, all rights to proceeds of the Mark, including income, royalties, damages, profits, and payments now or hereafter payable, all rights of action of Assignor, and the right to take proceedings and to seek damages and all other available remedies, against third parties for past, present, or future infringement or misappropriation of the Mark.

The Assignor authorizes and requests the U.S. Patent and Trademark Office to record the Assignee as owner of the Mark and of the entire title and interest in, to and under the same, for the sole use and enjoyment of the Assignee, his successors, assigns and other legal representatives.

Assignor shall execute and deliver any other documents and perform any other reasonable acts Assignee may request, that may be necessary and appropriate to effectuate the provisions of this agreement and establish Assignee’s rights in the Mark.

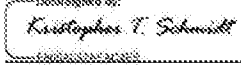
At the request and expense of Assignee, Assignor shall provide all reasonable assistance which Assignee considers necessary in connection with bringing or defending any proceedings in relation to the Mark.

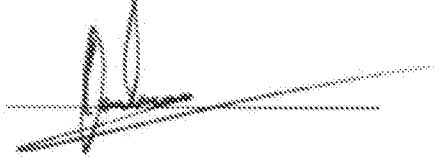
[signature page follows]

Each party has signed this agreement effective on the date stated in the introductory clause.

ASSIGNOR
DIGITAL RIVER, INC.

ASSIGNEE
MARKETFORCE, INC.

By: 
Name: Kristopher T. Schmidt
Date: 6/30/2021

By: 
Name: Omar Jabbour
Date: 6/30/2021