

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM680752

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	07/01/2021

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Acumen Solutions, Inc.		10/05/2021	Corporation: VIRGINIA

## RECEIVING PARTY DATA

<b>Name:</b>	salesforce.com, inc.
<b>Street Address:</b>	Salesforce Tower, 415 Mission St. 3rd Floor
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94105
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	87115619	EXPERIENCE DELIVERS SUCCESS
Serial Number:	86861216	SIFT
Serial Number:	86861211	SIFT
Serial Number:	77323974	DRIVE
Serial Number:	78681355	DRIVE
Serial Number:	78680123	ACUMEN SOLUTIONS DRIVE
Serial Number:	76336780	ACUMEN SOLUTIONS
Serial Number:	76336781	ACUMEN SOLUTIONS

## CORRESPONDENCE DATA

Fax Number: 9495676710

*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: 4157735700

Email: ipprosecutionsf@orrick.com

Correspondent Name: Beth M. Goldman

Address Line 1: 2050 Main Street, Suite 1100

Address Line 2: Orrick, Herrington &amp; Sutcliffe LLP

Address Line 4: Irvine, CALIFORNIA 92614-8255

ATTORNEY DOCKET NUMBER: 27263-6066

TRADEMARK

<b>NAME OF SUBMITTER:</b>	Betsy Wang Lee
<b>SIGNATURE:</b>	/Betsy Wang Lee/
<b>DATE SIGNED:</b>	10/13/2021
<b>Total Attachments: 4</b> source=Acumen Trademark Assignment#page1.tif source=Acumen Trademark Assignment#page2.tif source=Acumen Trademark Assignment#page3.tif source=Acumen Trademark Assignment#page4.tif	

## GLOBAL TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “**Agreement**”) is made and entered into as of July 1, 2021, by and between Acumen Solutions, Inc., a Virginia corporation with a place of business at 8280 Greensboro Dr #400, McLean, VA 22102 (“**Assignor**”) and salesforce.com, inc., a Delaware corporation with a place of business at Salesforce Tower, 415 Mission St. 3<sup>rd</sup> Floor, San Francisco, CA 94105 (“**Assignee**”).

WHEREAS, the parties agree that Assignor will assign all of 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 (referred to collectively as the “**Assigned Trademarks**”).

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

1. Assignment and Assumption. Assignor hereby assigns, transfers, conveys and delivers to Assignee and its successors and assigns, and Assignee accepts from Assignor, all of Assignor’s right, title, and interest in and to 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, all registrations that have been or may be granted for any of the Assigned Trademarks, all common law rights associated with the applications and registrations, and all goodwill associated therewith, 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 Assignor in all matters related to the Assigned Trademarks.

2. Successorship. This Agreement shall be binding upon, inure to the benefit of, and be enforceable by Assignor and Assignee and their respective successors and permitted assigns. The covenants of Assignor and Assignee contained herein shall survive the execution and delivery of this Agreement.

3. Further Assurances.

a. Assignor agrees to execute and deliver such other documents and to take all such other actions which Assignee, its successors and/or assigns may reasonably request to effect the terms of this Agreement, 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 Agreement and its recordation in relevant state and national trademark offices.

b. Assignor grants the attorney of record the power to insert on this Agreement 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 and trademark 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 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.

4. Amendments and Modifications. This Agreement 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 Agreement shall not waive any of its rights under such terms or provisions. This Agreement shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors.

5. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which taken together shall be deemed to constitute one and the same agreement. A signed copy of this Agreement delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

IN WITNESS WHEREOF, each of the undersigned has caused this Agreement to be duly executed by its duly authorized officer as of the date first written above.



Acumen Solutions, Inc. (Assignor)

DocuSigned by:  
*Affie Azar Ambrose*  
By: \_\_\_\_\_  
Name: Affie Azar Ambrose  
Title: Vice President  
Date: 10/5/2021

salesforce.com, inc. (Assignee)

DocuSigned by:  
*David Simon*  
By: \_\_\_\_\_  
Name: David Simon  
Title: Sr. VP  
Date: 8/25/2021

**EXHIBIT A****Assigned Trademarks**

<b>COUNTRY</b>	<b>TRADEMARK</b>	<b>CLS.</b>	<b>APPL. NO.</b>	<b>APPL. DATE</b>	<b>REG. NO.</b>	<b>REG. DATE</b>
U.S.	EXPERIENCE DELIVERS SUCCESS	35, 42	87115619	7/25/2016	5287629	9/12/2017
U.S.	SIFT	42	86861216	12/29/2015	5153888	3/7/2017
U.S.	SIFT	35	86861211	12/29/2015	5563369	9/18/2018
U.S.	DRIVE	42	77323974	11/7/2007	3715899	11/24/2009
U.S.	DRIVE	35	78681355	7/29/2005	3464071	7/8/2008
U.S.	ACUMEN SOLUTIONS DRIVE	42	78680123	7/27/2005	3331304	11/6/2007
U.S.	ACUMEN SOLUTIONS	35, 42	76336780	11/14/2001	2680334	1/28/2003
U.S.	ACUMEN SOLUTIONS & Design 	35, 42	76336781	11/14/2001	2680335	1/28/2003
EU	ACUMEN SOLUTIONS & Design 	35, 42	6099361	7/13/2007	6099361	6/26/2008
EU	ACUMEN SOLUTIONS	35, 42	6093281	7/11/2007	6093281	6/12/2008
UK	ACUMEN SOLUTIONS & Design	35, 42	UK00906099361	7/13/2007	UK0090609936 1	6/26/2008

						
UK	ACUMEN SOLUTIONS	35, 42	UK00906093281	7/11/2007	UK0090609328 1	6/12/2008