

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM684296

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Connected Investors, Inc.		10/18/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	First American Financial Corporation		
<b>Street Address:</b>	1 First American Way		
<b>City:</b>	Santa Ana		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92707		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5715404	CI	
<b>Registration Number:</b>	4104719	CONNECTED INVESTORS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9497609502		
<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>			
<b>Phone:</b>	9497600404		
<b>Email:</b>	efiling@knobbe.com		
<b>Correspondent Name:</b>	Knobbe, Martens, Olson & Bear, LLP		
<b>Address Line 1:</b>	2040 Main Street		
<b>Address Line 2:</b>	14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>NAME OF SUBMITTER:</b>	Rosaleen H. Chou		
<b>SIGNATURE:</b>	/Rosaleen H. Chou/		
<b>DATE SIGNED:</b>	10/28/2021		
<b>Total Attachments: 3</b>			
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source=Trademark Assignment effective July 14, 2021 from Connected Investors Inc. to First American Financi#page2.tif			

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Financi#page3.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 14th day of July, 2021, by and between Connected Investors, Inc., a Delaware corporation with an address at 254 N. Front Street, Suite 100, Wilmington, North Carolina 28401 (hereinafter referred to as "ASSIGNOR"), and First American Financial Corporation, a Delaware corporation with an address at 1 First American Way, Santa Ana, California, 92707 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of a federal trademark registrations listed in Schedule B relating to the Trademarks, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Registrations");

WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademarks and Registrations worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and Registrations worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and transfers to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademarks set forth in Schedule A; and
- (2) the Registrations set forth in Schedule B,

together with the goodwill symbolized by said Trademarks and Registrations concurrent with the transfer of certain tangible assets as indicia of said goodwill.

*[signature page to follow]*

Connected Investors, Inc.  
("Assignor")

DocuSigned by:  
By:   
4583A0ADE6CD4D5...

Name: Robert Karraa

Title: President

Dated: 10/14/2021

First American Financial Corporation  
("Assignee")

DocuSigned by:  
By:   
D385D30449724D4...

Name: Rouz Tabaddor

Title: SVP, Chief IP Officer

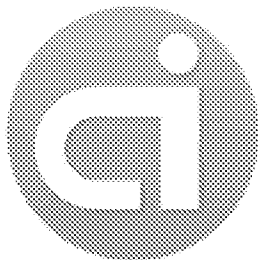
Dated: 10/18/2021

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Marks:

CONNECTED INVESTORS  
CI



SCHEDULE B

Trademark Registrations:

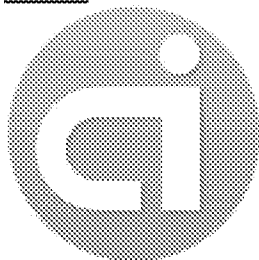
MARK

REG. NO.  
5715404

REG. DATE  
Apr. 02, 2019

INTL. CLASS  
35

Jurisdiction  
U.S.



CONNECTED  
INVESTORS

4104719

Feb. 28, 2012

35, 45

U.S.