

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM689713

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Direct Measure Marketing LLC		11/11/2021	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Engine International, Inc.		
Street Address:	902 Carnegie Centre, Suite 220		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08540		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88851360	DIRECTENGINE	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<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:	612-332-5300		
Email:	slindemeier@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		
Address Line 1:	150 South Fifth Street, Suite 2200		
Address Line 2:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	18687.0031US01		
NAME OF SUBMITTER:	Scott W. Johnston		
SIGNATURE:	/SWJ/		
DATE SIGNED:	11/22/2021		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Direct Measure Marketing LLC, a Florida limited liability company having a principal place of business of 1761 W. Hillsboro Boulevard, Suite 409, Deerfield Beach, Florida 33442 (“Assignor”) is the record owner of U.S. trademark application No. 88851360 for the mark DIRECTENGINE; and

WHEREAS, Engine International, Inc., a Delaware corporation having a principal place of 902 Carnegie Centre, Suite 220, Princeton, New Jersey 08540 (“Assignee”) is desirous of acquiring all right, title and interest in and to U.S. trademark application No. 88851360 for the mark DIRECTENGINE.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto Assignee, its successors or assigns, the entire right, title and interest in and to the DIRECTENGINE trademark and U.S. Trademark App. No. 88851360, together with the goodwill and other incidents of its business associated with or symbolized by the DIRECTENGINE trademark.

Direct Measure Marketing LLC

DocuSigned by:
By: Bobby Ekizian
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Printed Name: Bobby Ekizian

Title: General Manager

Date: 11/11/2021