

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM700234

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Emmis Operating Company		12/01/2021	Corporation: INDIANA
RECEIVING PARTY DATA			
Name:	Emmis Dynamic Pricing, LLC		
Street Address:	40 Monument Circle, Suite 700		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46204		
Entity Type:	Limited Liability Company: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3047771	DIGONEX	
CORRESPONDENCE DATA			
Fax Number:	3179575011		
<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:	3173992811		
Email:	tm-dept@quarles.com		
Correspondent Name:	Joel E. Tragesser		
Address Line 1:	135 N. Pennsylvania St., Suite 2400		
Address Line 4:	Indianapolis, INDIANA 46204		
NAME OF SUBMITTER:	Joel E. Tragesser		
SIGNATURE:	/Joel E. Tragesser/		
DATE SIGNED:	01/06/2022		
Total Attachments: 5			
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OP \$40.00 3047771

Confirmatory Service Mark Assignment

This Confirmatory Service Mark Assignment (the "Assignment") is made by and between Emmis Operating Company, an Indiana corporation, located at 40 Monument Circle, Suite 700, Indianapolis, Indiana 46204 ("Seller") and Emmis Dynamic Pricing, LLC, an Indiana limited liability company, located at 40 Monument Circle, Suite 700, Indianapolis, Indiana 46204 ("Purchaser").

Whereas, the Seller is the owner of the trademarks shown in the attached Schedule A, the registrations and applications for registration therefor with the U.S. Patent and Trademark Office, and the goodwill of the business in connection therewith (the "Service Marks").

Whereas, Purchaser desires to acquire the Service Marks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the Seller hereby sells, assigns and transfers to Purchaser all of the Seller's right, title and interest in and to the Service Marks and all of the Seller's right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Service Marks.

This Assignment is made pursuant to that certain Bill of Sale made and entered into as of January 1, 2020, by and between Seller and Purchaser (the "Agreement"). To the extent of any conflict between the terms of this Assignment and the Agreement, the terms of the Agreement shall prevail and control.

In witness whereof, Seller has caused this Assignment to be executed by its duly authorized representative as of the date written below.

EMMIS OPERATING COMPANY

By: Elizabeth Ellis

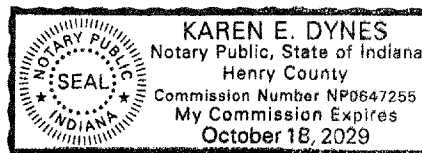
Name: Elizabeth Ellis

Title: Vice President & Associate General Counsel

Date: December 1, 2021

STATE OF INDIANA)
)
COUNTY OF MARION)

SS:



Before me a Notary Public, in and for said County and State, personally appeared Elizabeth Ellis, who acknowledged he/she is the Vice President & Associate General Counsel of Emmis Operating Company (an Indiana corporation), and empowered to sign on behalf of said corporation the foregoing Confirmatory Service Mark Assignment.

Witness my hand and Notarial Seal this 1st day of December, 2021.

Karen E. Dynes

Signature

Karen E. Dynes

Printed

Henry

My County of Residence

My Commission Expires on:

October 18, 2029

**Schedule A
Trademarks**

Country	Trademark	Reg. No.	Reg. Date	Goods/Services
AU	DIGONEX	1090063	July 17, 2006	<p>35 - Computerized on-line retail services in the field of software, music, movies and books</p> <p>42 - Computer services namely, software installation and technical support services, namely, troubleshooting of computer software problems and refinement of algorithm for clients in the field of pricing analysis and determination and acting as an application services provider in the field of pricing analysis and determination</p>
CA	DIGONEX	TMA680670	January 30, 2007	<p>35 - Computerized on-line retail services in the field of software, music, movies and books</p> <p>42 - Computer services namely, software installation and technical support services, namely, troubleshooting of computer software problems and refinement of algorithm for clients in the field of pricing analysis and determination and acting as an application services provider in the field of pricing analysis and determination</p>

Country	Trademark	Reg. No.	Reg. Date	Goods/Services
EM	DIGONEX	004797759	June 8, 2007	<p>09 - Data processing equipment; computer software; computer databases; computer programmes for use in database management; computer programmes for use in pricing analysis and determination; computer databases of prices; price calculating software</p> <p>35 - Business management services; business consultancy services; business administration services; retail pricing services in relation to goods and services sold through retail stores or online over the Internet; online retail services in the field of software, music, movies and books; organisation, operation and supervision of loyalty and incentive schemes; business data analysis services; data processing; data analysis; market research services; provision of business information; pricing analysis services; pricing surveys; price monitoring services; pricing services for the retail industry</p> <p>42 - Computer services; design and development of computer software; leasing of computer software; leasing of access time to a computer database; software installation and technical support services; installation, maintenance and repair of computer software; computer consultancy services; computer programming services; creating, maintaining and hosting the web sites of others; application service provider; computerised analysis of data</p>

Country	Trademark	Reg. No.	Reg. Date	Goods/Services
UK	DIGONEX	UK00904797759	June 8, 2007	<p>09 - Data processing equipment; computer software; computer databases; computer programmes for use in database management; computer programmes for use in pricing analysis and determination; computer databases of prices; price calculating software</p> <p>35 - Business management services; business consultancy services; business administration services; retail pricing services in relation to goods and services sold through retail stores or online over the Internet; online retail services in the field of software, music, movies and books; organisation, operation and supervision of loyalty and incentive schemes; business data analysis services; data processing; data analysis; market research services; provision of business information; pricing analysis services; pricing surveys; price monitoring services; pricing services for the retail industry</p> <p>42 - Computer services; design and development of computer software; leasing of computer software; leasing of access time to a computer database; software installation and technical support services; installation, maintenance and repair of computer software; computer consultancy services; computer programming services; creating, maintaining and hosting the web sites of others; application service provider; computerised analysis of data</p>
US	DIGONEX	3,047,771	January 24, 2006	<p>42 - Computer services namely, software installation and technical support services, namely, troubleshooting of computer software problems and refinement of algorithm for clients in the field of pricing analysis and determination and acting as a application service provider in the field of pricing analysis and determination</p>