

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM704747

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900654045		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GS1 US, Inc.		04/23/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Verifier Calibration & Conformance Solutions, LLC		
Street Address:	192 Bayberry Road		
City:	New Canaan		
State/Country:	CONNECTICUT		
Postal Code:	06840		
Entity Type:	Limited Liability Company: CONNECTICUT		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4063804	1D JUDGE	
Registration Number:	4105965	2D JUDGE	
CORRESPONDENCE DATA			
Fax Number:	2124082501		
<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:	12124082528		
Email:	nytmdpt@bakerbotts.com		
Correspondent Name:	Julie B. Albert		
Address Line 1:	30 Rockefeller Plaza		
Address Line 4:	New York, NEW YORK 10112		
ATTORNEY DOCKET NUMBER:	081969.0207, .0201		
NAME OF SUBMITTER:	Julie B. Albert		
SIGNATURE:	/Julie B. Albert/		
DATE SIGNED:	01/26/2022		
Total Attachments: 3			
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Exhibit B

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Assignment"), effective as of this 23rd day of April, 2021 (the "Effective Date"), is by and between Verifier Calibration & Conformance Solutions, LLC, a Connecticut limited liability company, and having its principal place of business at 192 Bayberry Road, New Canaan, CT 06840 ("Assignee") and GS1 US, Inc., a ~~neutral, non-for-profit standards organization~~ corporation operating as a neutral, non-for-profit standards organization, organized and existing under the laws of the State of Delaware, having a principal place of business at 300 Charles Ewing Boulevard, Ewing, NJ 08628 ("Assignor").

WHEREAS, Assignor and Assignee are parties to the Equipment Purchase Agreement;

WHEREAS, this Assignment is made and delivered in accordance with Section 1.5 of the Equipment Purchase Agreement;

WHEREAS, Assignor is the owner of the United States federal trademark registrations identified in Attachment 1 hereto and the trademarks identified therein, together with all the goodwill of the business associated therewith, (hereinafter the "Marks"); and

WHEREAS, Assignee is desirous of acquiring Assignor's rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, accepted and confirmed, Assignor hereby sells, assigns, conveys and transfers to Assignee, and Assignee hereby purchases, acquires and accepts from Assignor, all of Assignor's rights, title and interest in and to the Marks identified in Attachment 1 hereto and all liabilities appurtenant thereto, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee, for its own use and enjoyment, as the same would have been held and enjoyed by Assignor if this assignment had not been made, including, but not limited to, Assignor's right to enforce said Marks against any and all past and current infringements (including, without limitation, the right to sue for and collect damages caused by any such infringement) which may have occurred prior to and/or following the date of this Assignment.

[SIGNATURES ON FOLLOWING PAGE]

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IN WITNESS WHEREOF, the parties have caused this Assignment to be signed by their respective and duly authorized officer(s) or agent(s) as of the Effective Date.

ASSIGNEE

Verifier Calibration & Conformance Solutions, LLC

Signature: *George Wright AV*

Email: gw4@pips.com

Title: Member

Company: Verifier Calibration & Conformance Solutions, LL

ASSIGNOR

GS1 US, Inc.

Signature: *Carrie A. Wilkie*
Carrie A. Wilkie (Apr 27, 2021 09:12 EST)

Email: cwilkie@gs1us.org

Title: SVP Enterprise Program Delivery

Company: GS1 US

ATTACHMENT 1

Mark	U.S. Federal Registration No.	Reg. Date	Goods
1D JUDGE	4063804	November 29, 2011	Class 9: Conformance test cards for verifying the calibration of bar code verification equipment, namely, test cards in the nature of calibration devices for calibrating bar code equipment used to confirm the readings of commercially available bar code verification equipment and associated instruction material, namely, printed instructional materials, all sold as a unit.
2D JUDGE	4105965	February 28, 2012	Class 9: Conformance test cards for verifying the calibration of bar code verification equipment, namely, test cards in the nature of calibration devices for calibrating bar code equipment used to confirm the readings of commercially available bar code verification equipment and associated instruction material, namely, printed instructional materials, all sold as a unit.

Signature: *Ruchi B. Datta*
Ruchi B. Datta (Jan 20, 2022 10:56 EST)

Email: rdatta@gs1us.org

Title: VP & General Counsel

Company: GS1 US Inc.