

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM708598

<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>
CLOUD M LIMITED		02/01/2022	Corporation: NEW ZEALAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BLERTER LIMITED		
<b>Street Address:</b>	12 Canterbury Park Lane		
<b>City:</b>	Ellerslie, Auckland		
<b>State/Country:</b>	NEW ZEALAND		
<b>Postal Code:</b>	1051		
<b>Entity Type:</b>	Corporation: NEW ZEALAND		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5510937	BLERT	
<b>Registration Number:</b>	4581860	BLERTER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	tm@burnsip.com		
<b>Correspondent Name:</b>	Burns IP & Commercial Pty Ltd		
<b>Address Line 1:</b>	PO Box 177		
<b>Address Line 4:</b>	Hampton, AUSTRALIA 3188		
<b>NAME OF SUBMITTER:</b>	Natasha Burns		
<b>SIGNATURE:</b>	/NJB/		
<b>DATE SIGNED:</b>	02/15/2022		
<b>Total Attachments: 13</b>			
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# ASSIGNMENT OF INTELLECTUAL PROPERTY

## PARTIES:

1. **CLOUD M LIMITED**, a New Zealand company of 12 Canterbury Park Lane, Ellerslie, Auckland 1051, New Zealand (formerly of Level 4, 135 Broadway, Newmarket, Auckland 1023, New Zealand; and formerly of c/o Chatfield & Co, Level 10, 44 Khyber Pass Road, Grafton, Auckland 1023, New Zealand)  
("the Assignor"),

AND

2. **BLERTER LIMITED** (previously known as **UNIMATRIX ZERO LIMITED**), a New Zealand company of 12 Canterbury Park Lane, Ellerslie, Auckland 1051, New Zealand  
("the Assignee").

## INTRODUCTION:

- A. **THE** Assignor is recorded as the owner of the registered trade marks listed in the attached Schedule ("the Intellectual Property").
- B. **THE** Assignor has agreed to assign its rights to the Intellectual Property to the Assignee and the Assignee has agreed to accept such rights.

## THIS DOCUMENT WITNESSES THAT:

1. **FOR** NZ\$1, plus other good and valuable consideration, the Assignor assigns to the Assignee/confirms assignment to the Assignee of:

**1.1** the Assignor's entire title and interest in the in the Intellectual Property, including but not limited to any and all goodwill and common law or other reputation-based rights it may have in connection with the Intellectual Property, including the right to take action for infringements of any such rights; and

**1.2** any and all copyright the Assignor may have in relation to the Intellectual Property.

## 2 AUTHORISATION OF AGENT

**THE** Assignee hereby appoints A.J. Pietras IP Limited, of Level 1, 29 Kings Crescent, PO Box 30173, Lower Hutt, New Zealand, as its authorised agent in connection with the Intellectual

**TRADEMARK**

**REEL: 007635 FRAME: 0394**

Property, and requests that all notices, requisitions, and communications relating to the Intellectual Property be sent to that agent at its above address.

**IN WITNESS** of this assignment the Assignor and the Assignee have executed this Document as shown below.

**DATED** this 1st day of February 2022

EXECUTED by **CLOUD M LIMITED**

in a manner binding upon it

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*Craig Sinclair*

Signature of director

Craig Sinclair

Full name of director

EXECUTED by **BLERTER LIMITED**

in a manner binding upon it

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*Richard A Gill*

Signature of director

Richard Gill

Full name of director

**TRADEMARK**

**REEL: 007635 FRAME: 0395**

## “Schedule”

Number	Trade mark	Country	Good and Services
975694	BLERTER	New Zealand	<p>Class 38            Delivery of transmission services related to an online computer network by way of the web, mobile applications, tablets, watches, and personal wearable devices to provide alerts, activate individuals, groupings and teams, to gather, disseminate, report and provide information on business and its processes, to gather, disseminate, report and provide situational awareness, to gather, disseminate, report and provide information on personal and business risk, and to gather, disseminate, report and provide information on health and safety, children, family, sporting and cultural matters and on locations, issues, events and status and safety</p> <p>Class 42            Design and development of computer software; computer consultancy services; providing an on-line computer network; provision of location-based services relating to online computer networks; providing an online computer network for connecting people by way of a business network; providing an online computer network for connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; providing an online computer network for connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations</p>
1585583	BLERTER	Australia	<p>Class 42            Design and development of computer software; computer consultancy services; computer or information technology services provided online and via the Internet; provision of location-based computer or information technology services provided online or via the Internet; computer or information technology software services in relation to applications provided online or via the Internet for connecting people by way of a business network; computer or information technology software services in relation to applications provided online or via the Internet for connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational</p>

**TRADEMARK**

**REEL: 007635 FRAME: 0396**

			awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; computer or information technology software services in relation to applications provided online or via the Internet for connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; provision of computer or information technology services by way of the web, mobile applications, tablets, watches, and personal wearable devices
4581860 (86090291)	BLERTER	USA	Class 42 Design and development of computer software; computer software consultancy services; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of remote data management; provision of location-based computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of location-based information management to host computer application software for the purpose of remote data management; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; application service provider, namely, hosting, managing, developing and delivery of computer and information technology content in the fields of mobile information access and remote data management by way of the web, mobile applications, tablets, watches, and personal wearable devices
3025982	BLERTER	UK	Class 42

**TRADEMARK**

**REEL: 007635 FRAME: 0397**

			Design and development of computer software; computer consultancy services; Computer or information technology services provided online and via the internet; Provision of location-based computer or information technology services provided online and via the internet; Computer or information technology services provided online and via the internet for connecting people by way of a business network; computer or information technology services provided online and via the internet for connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; computer or information technology services provided online or via the internet for connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; delivery of computer or information technology services by way of the web, mobile applications, tablets, watches, and personal wearable devices.
IR1355352	BLERTER	International Registration (designating China, European Community & Singapore)	Class 42 Design and development of computer software; computer consultancy services; providing an on-line computer network; provision of location-based services relating to online computer networks; providing an online computer network for connecting people by way of a business network; providing an online computer network for connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; providing an online computer network for connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations.
IR1355352	BLERTER	China	Class 42 Design and development of computer software; computer consultancy services; providing an on-line computer network; provision of location-based services relating to online computer networks; providing an online computer network for connecting people by way of a business network; providing an online computer network for connecting people by

**TRADEMARK**

**REEL: 007635 FRAME: 0398**

			way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; providing an online computer network for connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations.
IR1355352	BLERTER	European Community	Class 42 Design and development of computer software; computer consultancy services; providing an on-line computer network; provision of location-based services relating to online computer networks; providing an online computer network for connecting people by way of a business network; providing an online computer network for connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; providing an online computer network for connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations.
IR1355352 (40201713 438W)	BLERTER	Singapore	Class 42 Design and development of computer software; computer consultancy services; providing an on-line computer network; provision of location-based services relating to online computer networks namely software as a service [SaaS] to identify the location of a user, and the location of hazards and other physical sites relevant to a user, by way of an online computer network for the purpose of assisting people to be safer at work, at sporting activities, at home or at other places; providing an online computer network for connecting people by way of a business network; providing an online computer network for connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; providing an online computer network for

**TRADEMARK**

**REEL: 007635 FRAME: 0399**



			connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations.
1827573 (Regn No. TMA 1,030,270)	BLERTER	Canada	Class 42 Design and development of computer software; computer software consultancy services; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of remote data management; provision of location-based computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of location-based information management to host computer application software for the purpose of remote data management; providing an online computer network for connecting people by way of a business network for the purpose of providing alerts for events or hazards, activating individuals and teams to react to events or hazards, gathering and providing intelligence on events or hazards, identifying the location of users, gathering and providing information on business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; providing an online computer network for connecting people by way of a business network for the purpose of assisting people to be safer at work, at sporting activities, at home or in public, and for enabling people to respond faster in urgent or emergency situations.
1064181	BLERT	New Zealand	Class 9 Computer software development tools; software for processing images, graphics and text; computer software for wireless content delivery; computer software for use in database management; computer software, namely, software development tools for the creation of mobile internet applications and client interfaces; computer software for communicating with users of hand-held computers; computer software for creating searchable databases of information and data; computer software and firmware for operating system programs; computer software for use in customer relationship management (crm); computer software platforms for connecting people by way of a computer network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; downloadable computer software for connecting people by way of a computer network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling

**TRADEMARK**

**REEL: 007635 FRAME: 0400**

			<p>people to respond faster in urgent or emergency situations.</p> <p>Class 42  Design and development of computer software; computer software consultancy services; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of remote data management; provision of location-based computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of location-based information management to host computer application software for the purpose of remote data management; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; application service provider, namely, hosting, managing, developing and delivery of computer and information technology content in the fields of mobile information access and remote data management by way of the web, mobile applications, tablets, watches, and personal wearable devices.</p>
1844481	BLERT	Australia	<p>Class 9  Computer software development tools; software for processing images, graphics and text; computer software for wireless content delivery; computer software for use in database management; computer software, namely, software development tools for the creation of mobile internet applications and client interfaces; computer software for communicating with users of hand-held computers; computer software for creating searchable databases of information and data; computer software and firmware for operating system programs; computer software for use in customer relationship</p>

			<p>management (crm); computer software platforms for connecting people by way of a computer network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; downloadable computer software for connecting people by way of a computer network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations.</p> <p>Class 42  Design and development of computer software; computer software consultancy services; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of remote data management; provision of location-based computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of location-based information management to host computer application software for the purpose of remote data management; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; application service provider, namely, hosting, managing, developing and delivery of computer and information technology content in the fields of mobile information access and remote data management by way of the web, mobile applications, tablets, watches, and personal wearable devices.</p>
3231102	BLERT	UK	<p>Class 9  Computer software development tools; software for</p>

**TRADEMARK**

**REEL: 007635 FRAME: 0402**

		<p>processing images, graphics and text; computer software for wireless content delivery; computer software for use in database management; computer software, namely, software development tools for the creation of mobile internet applications and client interfaces; computer software for communicating with users of hand-held computers; computer software for creating searchable databases of information and data; computer software and firmware for operating system programs; computer software for use in customer relationship management (crm); computer software platforms for connecting people by way of a computer network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; downloadable computer software for connecting people by way of a computer network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations.</p> <p>Class 42  Design and development of computer software; computer software consultancy services; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of remote data management; provision of location-based computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of location-based information management to host computer application software for the purpose of remote data management; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and providing information on health and safety; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of assisting people to be safer at work, at school, at sporting activities, at</p>
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**TRADEMARK**

**REEL: 007635 FRAME: 0403** 12

			<p>home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; application service provider, namely, hosting, managing, developing and delivery of computer and information technology content in the fields of mobile information access and remote data management by way of the web, mobile applications, tablets, watches, and personal wearable devices.</p>
87404230	BLERT	USA	<p>Class 9  Computer software development tools; Software for processing images, graphics and text; Computer software for use in database management; Computer software, namely, software development tools for the creation of mobile internet applications and client interfaces; Computer software for creating searchable databases of information and data; Computer software and firmware for operating system programs; Computer software for use in customer relationship management (CRM); Computer software platforms for connecting people by way of a computer network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; Downloadable computer software for connecting people by way of a computer network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations.</p> <p>Class 42  Design and development of computer software; computer software consultancy services; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of remote data management; provision of location-based computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of location-based information management to host computer application software for the purpose of remote data management; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of providing alerts, activating individuals and teams, gathering and providing intelligence, gathering information on and providing situational awareness, gathering information on and providing business processes, gathering and providing information on personal and business risk, and gathering and</p>

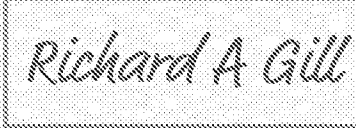
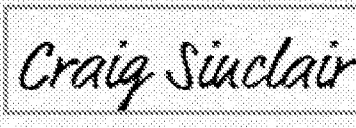
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**REEL: 007635 FRAME: 0404** 12

			<p>providing information on health and safety; computer and information technology services provided online and via the internet, namely, acting as an application service provider in the field of information management to host computer application software for the purpose of connecting people by way of a business network for the purpose of assisting people to be safer at work, at school, at sporting activities, at home or other places and in mixed activities, and for enabling people to respond faster in urgent or emergency situations; application service provider, namely, hosting, managing, developing and providing online software for the delivery of computer and information technology content in the fields of mobile information access and remote data management by way of the web, mobile applications, tablets, watches, and personal wearable devices.</p>
851851	cloudm	New Zealand	<p>Class 42  Design and development of computer software; computer consultancy services; consulting services relating to information technology and computer networking; design and development of cloud-based server components; design and development of user applications (apps) including user applications to locate specific businesses and people and places, to find discount offers, to provide reviews and ratings and to provide a civil defence alerting platform; design and development of control system applications for home, building, industrial and infrastructure automation systems; design and development of software for businesses, communities, social and business networks, education providers, local and national government, civil defence, homeland security, and not-for-profit organisations.</p>

# Signature Certificate

Reference number: D8OZJ-KORGN-XPRI-AAFBW

Signer	Timestamp	Signature
<b>Richard Gill</b> Email: r@richardagill.com		
Sent:	31 Jan 2022 04:06:08 UTC	
Viewed:	31 Jan 2022 04:06:13 UTC	
Signed:	31 Jan 2022 04:06:46 UTC	
		IP address: 219.88.232.40 Location: Auckland, New Zealand
<b>Craig Sinclair</b> Email: craig@carreramanagement.co.nz		
Sent:	31 Jan 2022 04:06:08 UTC	
Viewed:	02 Feb 2022 04:25:39 UTC	
Signed:	02 Feb 2022 04:26:23 UTC	
		IP address: 223.165.18.210 Location: Auckland, New Zealand

Document completed by all parties on  
02 Feb 2022 04:26:23 UTC

Page 1 of 1



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