

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM740204

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Experian Marketing Solutions, Inc.		01/01/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Experian Marketing Solutions, LLC		
Street Address:	475 Anton Blvd		
City:	Costa Mesa		
State/Country:	CALIFORNIA		
Postal Code:	92626		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3487746	INTELLIGENT SEARCH TECHNOLOGY	
Registration Number:	2663196	MERLINMERGE	
Registration Number:	2601180	NAMESEARCH	
Registration Number:	3283013	CORRECTADDRESS	
Registration Number:	3239831	ISTMEDWATCH	
Registration Number:	3239832	ISTWATCH	
CORRESPONDENCE DATA			
Fax Number:	3122220818		
<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:	3122225794		
Email:	jhbrown@michaelbest.com		
Correspondent Name:	Jeffrey H. Brown		
Address Line 1:	Michael Best & Friedrich LLP		
Address Line 2:	444 W. Lake Street, Suite 3200		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	017721-9001		
NAME OF SUBMITTER:	Jeffrey H. Brown		
SIGNATURE:	/jeffrey h brown/		

OP \$165.00 3487746

DATE SIGNED:	07/11/2022
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Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”), effective as of January 1, 2017, is made by Experian Marketing Solutions, Inc., a Delaware corporation (“**Assignor**”).

WHEREAS, Assignor and Experian Marketing Solutions, LLC, a Delaware limited liability corporation (“**Assignee**”), are parties to a Contribution Agreement, effective as of January 1, 2017 (as amended, supplemented or otherwise modified from time to time, the “**Contribution Agreement**”; capitalized terms not defined herein have the meanings set forth in the Contribution Agreement) pursuant to which Assignor agreed to assign to Assignee its right, title and interest in the Retained Business Assets;

WHEREAS, Assignor owns its entire right, title and interest, whether statutory or common law rights, in and to (among other Intellectual Property) the Trademarks used in or necessary for the Retained Business, including, without limitation, the trademarks and registrations listed on Schedule A (the “**Assigned Trademarks**”); and

WHEREAS, as contemplated by the Contribution Agreement, Assignee desires to acquire, and Assignor desires to assign, Assignor’s entire worldwide right, title and interest in and to the Assigned Trademarks (the “**Assigned Properties**”), and Assignor is willing to assign the Assigned Properties to Assignee.

NOW, THEREFORE, for and in consideration of the foregoing and the mutual agreements contained herein, and other good and valuable consideration, the receipt of which is hereby acknowledged:

1. Assignor does hereby sell, assign and transfer to Assignee, its entire worldwide right, title and interest, whether statutory or common law rights, in and to the Assigned Properties and any registrations thereof, together with the goodwill connected with and symbolized by the Assigned Properties, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which the Assigned Properties are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.
2. Assignor agrees to execute any additional documents (including, without limitation, express assignments of any trademark intended to be included in the Assigned Properties but not specifically listed in Schedule A) and to take such other actions as may be necessary to transfer to Assignee its entire right, title and interest in and to the Assigned Properties.
3. The parties hereto authorize and request that the respective Trademark Offices of the relevant jurisdictions record and recognize Assignee as the assignee and owner of the Assigned Trademarks.


4. This Assignment shall be governed by and construed in accordance with the laws of the United States of America, with respect to applicable federal law, and the State of Delaware with respect to applicable state law, without regard to the conflicts of law principles thereof.

- Signatures appear on the following page --

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed in duplicate originals by its duly authorized representative as of the day and year first above written.

“Assignor”

EXPERIAN MARKETING SOLUTIONS, INC.

By: 
Name: Brian Herb
Title: vP and Treasurer

[Signature Page to Trademark Assignment]

SCHEDULE A

UNITED STATES TRADEMARK REGISTRATIONS

Mark	Reg. No.
INTELLIGENT SEARCH TECHNOLOGY	3487746
MERLINMERGE	2663196
NAMESEARCH	2601180
CORRECTADDRESS	3283013
1STMEDWATCH	3239831
1STWATCH	3239832