

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM743599

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MARITZ HOLDINGS INC.		03/01/2020	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	MARITZCX RESEARCH LLC		
Street Address:	1375 North Highway Drive		
City:	Fenton		
State/Country:	MISSOURI		
Postal Code:	63099		
Entity Type:	Limited Liability Company: MISSOURI		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2691626	DEALERPULSE	
Registration Number:	5886985	ENVY AWARDS	
Registration Number:	4313040	SMARTPROBE	
Registration Number:	5147457	SOCIALCX	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3148630800		
Email:	kelley.bastunas@stinson.com		
Correspondent Name:	Stinson LLP - Robert Bain		
Address Line 1:	7700 Forsyth Blvd, Suite 1100		
Address Line 4:	St. Louis, MISSOURI 63105-1821		
ATTORNEY DOCKET NUMBER:	3521089.0001		
NAME OF SUBMITTER:	Kelley S. Bastunas		
SIGNATURE:	/kelley bastunas/		
DATE SIGNED:	07/26/2022		
Total Attachments: 5			
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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "IP Assignment"), dated as of March 1, 2020, is made by Maritz Holdings Inc., a Missouri corporation ("Assignor"), in favor of MaritzCX Research LLC, a Missouri limited liability company ("Assignee").

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to accept from Assignor, all of Assignor's right, title and interest in and to certain of Assignor's intellectual property as set forth in this IP Assignment.

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the following (the "Assigned IP"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned IP and that portion of the business to which the trademarks of the Assigned IP pertain:

(a) the intellectual property of Assignor set forth on Schedule 1 attached hereto and all issuances, divisions, continuations, continuations-in-part, reissues, extensions, reexaminations and renewals thereof;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Patents and the Commissioner for Trademarks in the United States Patent and Trademark Office, and the officials of corresponding entities or agencies in any applicable jurisdictions, to record and register this IP Assignment upon request by Assignee. Following the date hereof, upon Assignee's reasonable request, and at Assignee's sole cost and expense, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney or other documents, as may be reasonably necessary to effect, evidence or perfect the assignment of the Assigned IP to Assignee, or any assignee or successor thereto.

3. Counterparts. This IP Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this IP Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this IP Assignment.

4. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the

benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This IP Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this IP Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, each party hereto has duly executed and delivered this IP Assignment as of the date first above written.

ASSIGNEE:

MARITZCX RESEARCH LLC

By: 

Name: Steven M. Gallant

Title: Vice President

ASSIGNOR:

MARITZ HOLDINGS INC.

By: 

Name: Steven M. Gallant

Title: Executive Vice President, General Counsel

**SCHEDULE 1
ASSIGNED IP**

Patents:

Title	Inventors and Assignee	Jurisdiction	Patent Number	Issue Date
System and Method for Populating a Database with User Input	Inventors: Phil Butterfield, Karel Mette and Allen Porter Assignee: Maritz Holdings Inc.	US	10,235,680	March 19, 2019

Pending Patent Applications:

Title	Inventors and Assignee	Jurisdiction	Application Number	Application Date
Backend Data Aggregation System and Method	Inventors: Bruce Arnett, Daniel Korzeniewski, Zackery Walker and Devin Martin Assignee: Maritz Holdings Inc.	U.S.	16/747,829	January 21, 2020

Trademarks:

Mark	Record Owner	Jurisdiction	Registration Number	Registration Date
ENVY AWARDS	Maritz Holdings Inc.	US	5886985	October 15, 2019
SMARTPROBE	Maritz Holdings Inc.	US	4313040	April 2, 2013
SOCIALCX	Maritz Holdings Inc.	US	5147457	February 21, 2017
CAPELLA	Maritz Holdings Inc.	US	4356992	June 25, 2013
DEALERPULSE	Maritz Holdings Inc.	US	2691626	February 25, 2003

Pending Trademarks Applications:

Mark	Record Owner	Jurisdiction	Application Number	Filing Date
AGILEEX	Maritz Holdings Inc.	US	88/235,976	December 19, 2018