

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM755832

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DMD Marketing Corp.		12/14/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	IQVIA Inc.		
Street Address:	100 IMS Drive		
City:	Parsippany		
State/Country:	NEW JERSEY		
Postal Code:	07054		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5730262	AUDIENCE IDENTITY MANAGER	
Registration Number:	4360406	MEDTARGET	
CORRESPONDENCE DATA			
Fax Number:	8777697945		
<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:	16175425070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	John P. McCormick		
SIGNATURE:	/John P. McCormick/		
DATE SIGNED:	09/16/2022		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement (“Agreement”), effective as of the date of the last signature below, is by and between DMD Marketing Corp. and IQVIA Inc.;

WHEREAS, DMD Marketing Corp., a Delaware corporation having a place of business at 10255 West Higgins Road, Suite 280, Rosemont, Illinois 60018 (hereinafter “Assignor”), did adopt, use and is using the trademarks, the short particulars of which are set forth in the Schedule attached hereto (hereinafter “the Trademarks”); and

WHEREAS, IQVIA Inc., a Delaware corporation having a place of business at 100 IMS Drive, Parsippany, New Jersey 07054 (hereinafter “Assignee”), is desirous of acquiring the Trademarks and the good will of the business in connection with which the Trademarks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the Trademarks, together with the good will of the business in connection with which the Trademarks are used.

Assignor shall do all acts and execute all documents that may be reasonably required by Assignee in order to effect the assignment of the Trademarks.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their authorized representatives.

DMD Marketing Corp.
as Assignor

IQVIA Inc.
as Assignee

By: Eric Sherbet
Name: Eric Sherbet
Title: President
Date: 12/14/2021

By: Peter J Kirk
Name: Peter J Kirk
Title: Chief Intellectual Property Counsel
Date: 3/19/2022

SCHEDULE

Mark	App. No.	App. Date	Reg. No.	Reg. Date
AUDIENCE IDENTITY MANAGER	88/148,178	October 9, 2018	5,730,262	April 16, 2019
MEDTARGET	85/741,015	September 28, 2012	4,360,406	July 2, 2013