

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM753511

<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>
GENERAL ELECTRIC COMPANY		09/02/2022	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BENCHMARK DIGITAL PARTNERS, LLC		
<b>Street Address:</b>	4860 Parkway Dr. #400		
<b>City:</b>	Mason		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45040		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77361174	GENSUITE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5135796457		
<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>Phone:</b>	5135796590		
<b>Email:</b>	mmusekamp@kmklaw.com		
<b>Correspondent Name:</b>	Mark Eric Musekamp		
<b>Address Line 1:</b>	1 E. 4th St., Ste. 1400		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>ATTORNEY DOCKET NUMBER:</b>	BE4789CG0008		
<b>NAME OF SUBMITTER:</b>	Mark E. Musekamp		
<b>SIGNATURE:</b>	/Mark E. Musekamp/		
<b>DATE SIGNED:</b>	09/06/2022		
<b>Total Attachments: 3</b>			
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## EXHIBIT A

### Confirmatory Trademark Assignment

This Confirmatory Trademark Assignment (“**Confirmatory Trademark Assignment**”) is effective this September 2, 2022, by and between BENCHMARK DIGITAL PARTNERS, LLC (f/k/a Gensuite, LLC) (“**Assignee**”), a Delaware limited liability company with its principal place of business at 4680 Parkway Dr. #400, Mason, OH 45040, and GENERAL ELECTRIC COMPANY (“**Assignor**”), a New York corporation with its principal place of business at 5 Necco Street, Boston, Massachusetts 02210.

**Whereas**, on September 2, 2022, Assignor and Assignee entered into an agreement pursuant to which Assignee acquired, *inter alia*, certain intellectual property from Assignor (“**Software Assignment Agreement**”), and

**Whereas**, such intellectual property included the trademarks set forth on the attached Exhibit A-1 (the “**GENSUITE Mark**”) and

**Whereas**, Assignor wishes to confirm that Assignee has acquired all right, title, and interest in and to the GENSUITE Mark, along with the goodwill associated therewith and ensure.

**Now Therefore**, for the consideration set forth and described in the Software Assignment Agreement, Assignor hereby confirms it has sold, assigned, and transferred to Assignee all right, title, and interest in and to the GENSUITE Mark, together with the goodwill symbolized by the GENSUITE Mark, and the entirety of the business to which the GENSUITE Mark pertain, and the registrations, applications and/or common law uses thereof and hereby authorizes the applicable officials in the United States Patent and Trademark Office to record and register this Confirmatory Trademark Assignment upon request by Assignee. The parties hereto acknowledge and agree that this Confirmatory Trademark Assignment is entered into pursuant to the Software Assignment Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the GENSUITE Mark. The representations, warranties, covenants, agreements, and indemnities contained in the Software Assignment Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Software Assignment Agreement and the terms hereof, the terms of the Software Assignment Agreement shall govern.

**In Witness Whereof**, the Assignor has caused this instrument to be duly executed as of the day and year first written above.

GENERAL ELECTRIC COMPANY

DocuSigned by:

*Buck de Wolf*

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Signature

Buck de Wolf

Name:

Vice President, EHS; Chief IP Counsel

Title:

## Exhibit A-1

U.S Federal Trademark Registrations

Mark/Name	Application No.	Application Date	Registration No.	Registration Date	Status/Status Date	Owner
GENSUITE	77361174	December 28, 2007	3551480	December 23, 2008	Renewed, January 16, 2019 Office Status: Registered and Renewed	General Electric Company (New York Corporation)

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