

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM759750

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	10/15/2020		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Deluxe Small Business Sales, Inc.		10/06/2022	Corporation: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Vertical Response, LLC		
<b>Street Address:</b>	111 2nd Ave NE		
<b>Internal Address:</b>	Suite 1500		
<b>City:</b>	St. Petersburg		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33701		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2569783	VERTICALRESPONSE	
<b>Registration Number:</b>	2766856	VERTICALRESPONSE	
<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>Phone:</b>	6123351799		
<b>Email:</b>	christine.larson@stinson.com		
<b>Correspondent Name:</b>	Stinson LLP		
<b>Address Line 1:</b>	Suite 2600		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>NAME OF SUBMITTER:</b>	Christine Larson		
<b>SIGNATURE:</b>	/Christine Larson/		
<b>DATE SIGNED:</b>	10/07/2022		
<b>Total Attachments: 2</b>			
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## NUNC PRO TUNC TRADEMARK ASSIGNMENT

This nunc pro tunc trademark assignment ("Assignment"), is made and effective as of October 15, 2020 ("Effective Date"), by and from Deluxe Small Business Sales, Inc., a Minnesota corporation, with an address of 801 S Marquette Ave, Minneapolis, MN 55402 ("Assignor") to Vertical Response, LLC, a Delaware limited liability company, with an address of 111 2<sup>nd</sup> Ave NE, Suite 1500, St. Petersburg, FL 33701 ("Assignee").

A. On the Effective Date, Assignor owned the trademarks set forth on Schedule A attached hereto (the "Trademarks") including all applications and registrations for the Trademarks.

B. Both Assignor and Assignee (collectively, "Parties," individually "Party") entered into an Asset Purchase Agreement ("Agreement") dated October 15, 2020. As part of that Agreement, the Parties transferred ownership of certain assets, including the Trademarks.

C. This Assignment is to further document the Parties' desire to transfer ownership of the Trademarks.

Assignor states as follows:

1. **Assignment.** For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, absolutely and in perpetuity, all of Assignor's entire right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, including the registration for the Trademarks, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past infringement of such Trademarks and the right to collect damages therefor, as of the Effective Date.

2. **Further Assurances.** Assignor agrees to cooperate at all times from and after the date hereof with respect to the supplying of any information reasonably requested by Assignee hereto regarding any of the matters described in this Assignment, and Assignor agrees to execute such other instruments or documents as may be reasonably requested for the purpose of giving effect to, evidencing or giving notice of any conveyance, assignment, and transfer described herein.

3. **Successors and Assigns.** This Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of Assignee, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

4. **Nunc Pro Tunc.** This is a nunc pro tunc assignment and shall be considered to have been made as of October 15, 2020.

Deluxe Small Business Sales, Inc.

By: 

Name: Jeffrey L. Cotter

Title: Sole Director and Secretary

Date: October 6 2022

EXHIBIT A

Country	Mark w/ Image	App. No.	File Date	Reg. No.	Reg. Date
United States	VERTICALRESPONSE	76/217,654	02/28/2001	2,569,783	05/14/2002
United States	<input checked="" type="checkbox"/> VerticalResponse	78/170,507	10/03/2002	2,766,856	09/23/2003

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