

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM772759

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dialexa, LLC		08/19/2022	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	International Business Machines Corporation		
Street Address:	New Orchard Road		
City:	Armonk		
State/Country:	NEW YORK		
Postal Code:	10504		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	6169947		
Registration Number:	6175705	DESIGNING FOR BUSINESS OUTCOMES	
Registration Number:	5831556	DIALEXA	
Registration Number:	6170118	COLLABORATIVE QUALITY	
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>			
Email:	ibmtm@us.ibm.com		
Correspondent Name:	International Business Machines Corp.		
Address Line 1:	1 North Castle Drive		
Address Line 2:	Intellectual Property - Trademarks		
Address Line 4:	Armonk, NEW YORK 10504		
NAME OF SUBMITTER:	Cameron Meindl		
SIGNATURE:	/Cameron Meindl/		
DATE SIGNED:	12/08/2022		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (“Assignment Agreement”), effective on the Effective Date, is made and entered into by and between Dialexa, LLC, a Texas limited liability company (“Assignor”), and International Business Machines Corporation, a New York corporation located at New Orchard Road, Armonk, New York 10504-1785 (“Assignee”). “Effective Date” means the Closing Date as defined in the Agreement and Plan of Merger (“Merger Agreement”), dated August 19, 2022, between Parent, Merger Sub, the Company and the Equityholders’ Representative (as defined in such Merger Agreement).

WHEREAS, the Assignor represents and warrants it has adopted, used and is using; and is the sole owner of the rights, title and interest, including the goodwill associated therewith, in and to the trademarks on the attached list and is assigning the trademarks in the identified applications and registrations as part of the entire business or portion thereof to which the trademarks pertain as required by the applicable laws or regulations;

WHEREAS, Assignee is desirous of acquiring said trademarks and trademark applications and registrations thereof:

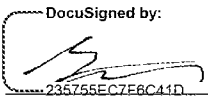
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby irrevocably assigns, transfers and conveys to the Assignee, its successors, assigns or other legal representatives, rights, title and interest in and to the said trademarks and trademark applications and registrations, with the goodwill of the business symbolized by the marks in the applicable jurisdictions.

This Assignment Agreement is effective as of the Effective Date set forth above.

[SIGNATURES IN NEXT PAGE]

ASSIGNOR

DIALEXA, LLC by its authorized representative

By: 
(Signature)

Name: Scott C. Harper

Title: Chief Executive Officer

ASSIGNEE

INTERNATIONAL BUSINESS MACHINES CORPORATION by its authorized representative

By: _____
(Signature)

Name: Valerie Calloway

Title: Chief Trademark Counsel

ASSIGNOR

DIALEXA, LLC by its authorized representative

By: _____
(Signature)

Name:

Title:

ASSIGNEE

INTERNATIONAL BUSINESS MACHINES CORPORATION by its authorized representative

By: Valerie Calloway
(Signature)

Name: Valerie Calloway

Title: Chief Trademark Counsel

LIST OF TRADEMARKS

Mark Name	Country	Status	Application Number	Registration Number
V-SHAPED PEOPLE	European Union IPO	Registered	017985377	017985377
DIALEXA	European Union IPO	Registered	018006413	018006413
	European Union IPO	Registered	018006417	018006417
V-SHAPED PEOPLE	United Kingdom	Registered	UK00917985377	UK00917985377
DIALEXA	United Kingdom	Registered	UK00918006413	UK00918006413
	United Kingdom	Registered	UK00918006417	UK00918006417
	United States of America	Registered	88039368	6169947
DESIGNING FOR BUSINESS OUTCOMES	United States of America	Registered	88039377	6175705
DIALEXA	United States of America	Registered	88039382	5831556
COLLABORATIVE QUALITY	United States of America	Registered	88214809	6170118