

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM797259

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Insite Software Solutions, Inc.		03/24/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Optimizely North America Inc.		
Street Address:	119 5th Avenue, 7th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5504060	BUILT FOR B2B	
CORRESPONDENCE DATA			
Fax Number:	9495676710		
<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:	4157735700		
Email:	ipprosecutionsf@orrick.com		
Correspondent Name:	Betsy Wang Lee		
Address Line 1:	2050 Main Street, Suite 1100		
Address Line 2:	Orrick, Herrington & Sutcliffe LLP		
Address Line 4:	Irvine, CALIFORNIA 92614-8255		
ATTORNEY DOCKET NUMBER:	51544-6000		
NAME OF SUBMITTER:	Betsy Wang Lee		
SIGNATURE:	/Betsy Wang Lee/		
DATE SIGNED:	03/24/2023		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK is made by Insite Software Solutions, Inc., a Delaware corporation with an address at 110 N 5th Street, 8th Floor, Minneapolis, Minnesota 55403 (“Assignor”), in favor of Optimizely North America Inc., a Delaware corporation with an address at 119 5th Avenue, 7th Floor, New York, New York 10003 (“Assignee”).

WHEREAS, Assignor owns all right, title and interest in and to the trademark and the registration thereof identified in the attached Schedule A (the “Mark”), and the goodwill associated therewith, subject to that certain security interest granted to Golub Capital Markets LLC recorded at Reel/Frame 6836/0034 (the “Security Interest”);

WHEREAS, Assignor desires to assign the Mark and the goodwill associated therewith, subject to the Security Interest, to Assignee and Assignee desires to acquire the Mark and the goodwill associated therewith, subject to the Security Interest.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all of its right, title and interest in the Mark, together with the goodwill associated therewith including, without limitation, its right to sue for and collect damages for infringement or other violations of the same, including for past infringements or other violations, subject to the Security Interest.

IN WITNESS WHEREOF, this Assignment of Trademark has been duly executed to be effective as of the date of signature below:

ASSIGNOR:

INSITE SOFTWARE SOLUTIONS, INC.

By: Christopher Bayliss

Name: Christopher Bayliss

Title: Director and General Counsel

Date: 3/24/2023

SCHEDULE A

Jurisdiction	Mark	App. No.	App. Date	Reg. No.	Reg. Date	Class
USA	BUILT FOR B2B	87313265	01/25/2017	5504060	06/26/2018	42

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