

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM373202

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kansas City Startup Foundation		09/11/2015	Nonprofit Corporation: KANSAS
RECEIVING PARTY DATA			
Name:	Simple Focus Software, LLC		
Street Address:	2130 West Street		
City:	Germantown		
State/Country:	TENNESSEE		
Postal Code:	38138		
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4272448	POPSURVEY	
CORRESPONDENCE DATA			
Fax Number:	9784639109		
<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:	+1.978.463.9100		
Email:	trademarks@massiplaw.com		
Correspondent Name:	Aaron Y. Silverstein		
Address Line 1:	14 Cedar Street, Suite 224		
Address Line 4:	Amesbury, MASSACHUSETTS 01913-1831		
NAME OF SUBMITTER:	Aaron Y. Silverstein		
SIGNATURE:	/asilverstein/		
DATE SIGNED:	02/15/2016		
Total Attachments: 8			
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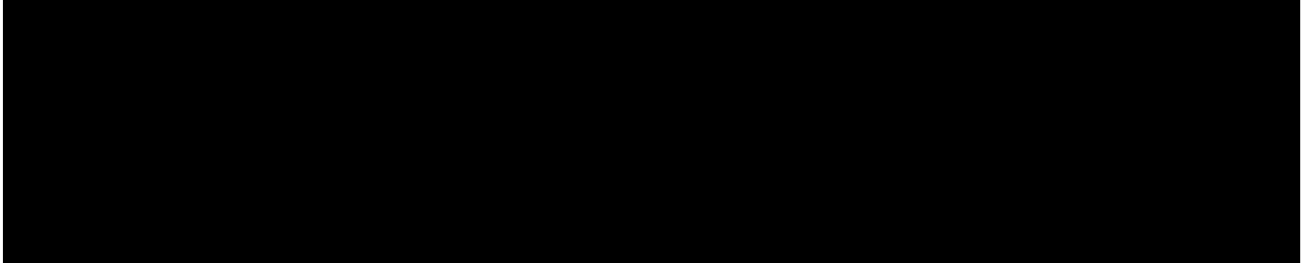
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ASSET PURCHASE AGREEMENT

This Asset Purchase Agreement (the “**Agreement**”) is dated as of September 11, 2015, and is between Kansas City Startup Foundation, a Kansas nonprofit corporation (the “**Seller**”), and Simple Focus Software, LLC, a Tennessee limited liability company (the “**Buyer**”).


PREAMBLE



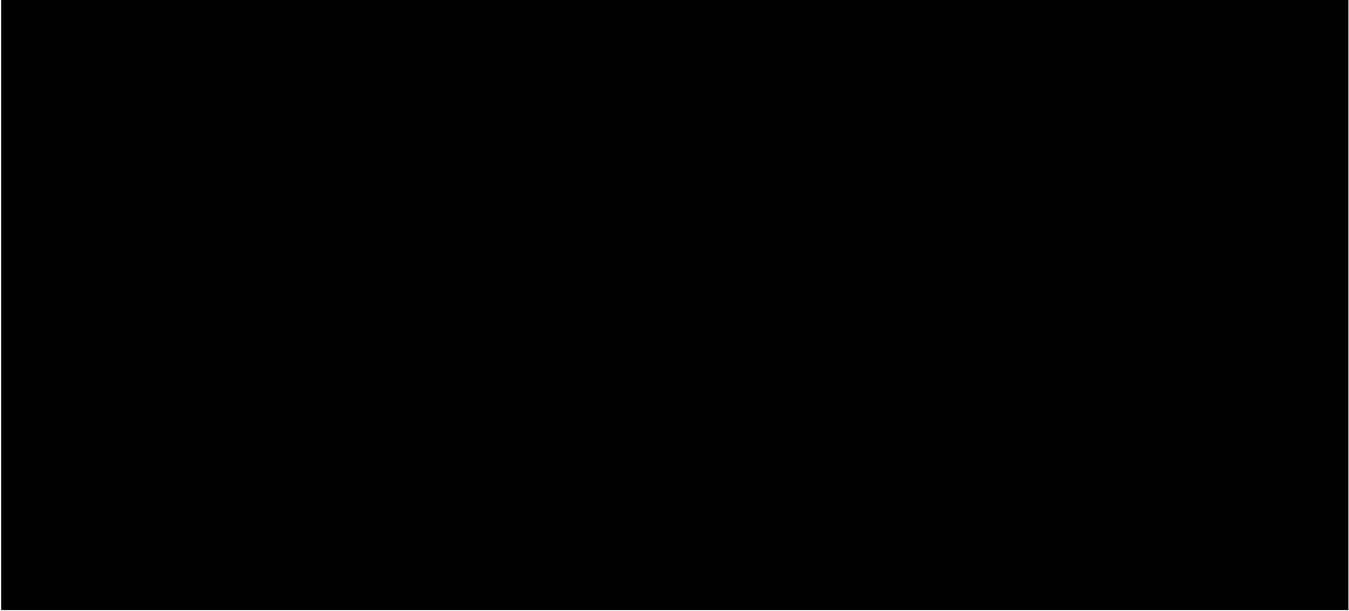
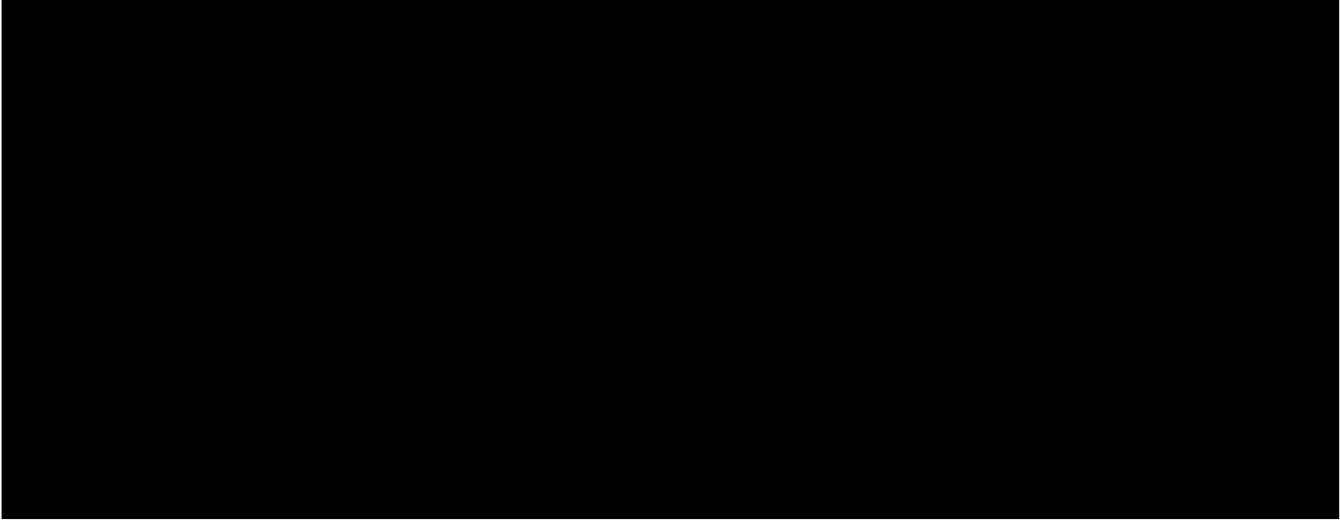
C. Buyer desires to buy from Seller, and Seller desires to sell to Buyer, all of the Donated Assets, on the terms stated in this Agreement.

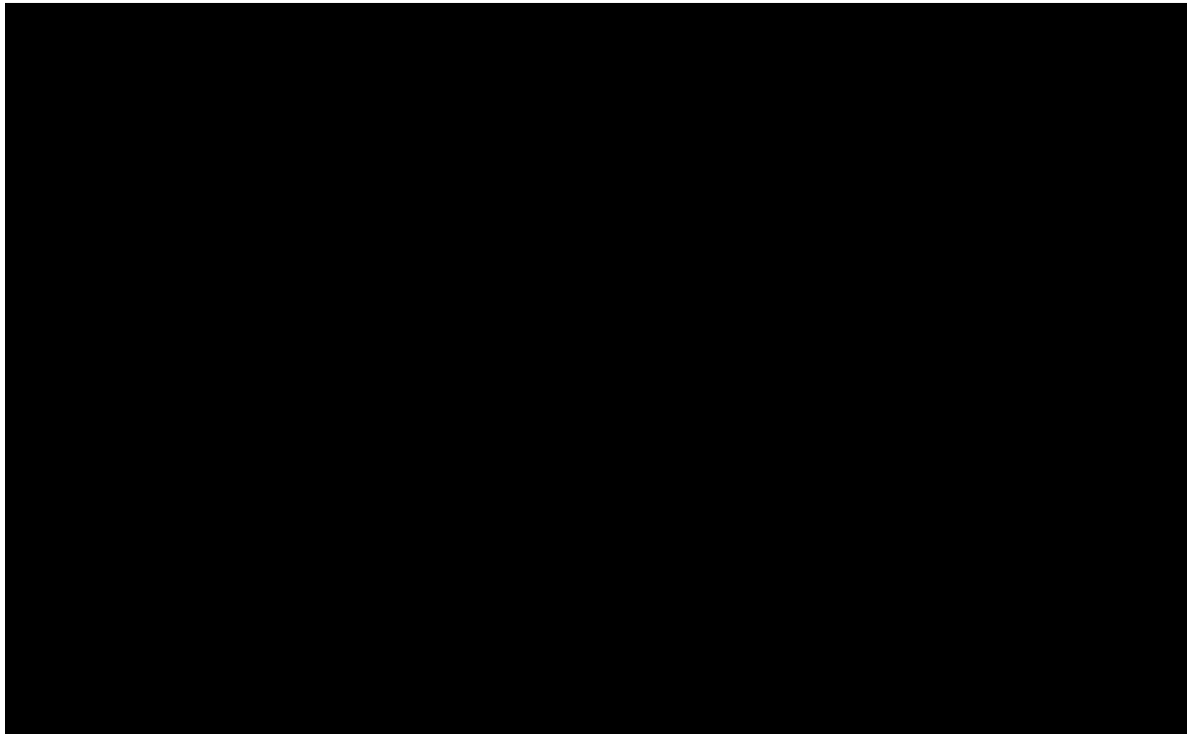
In consideration of the premises, the parties agree as follows:

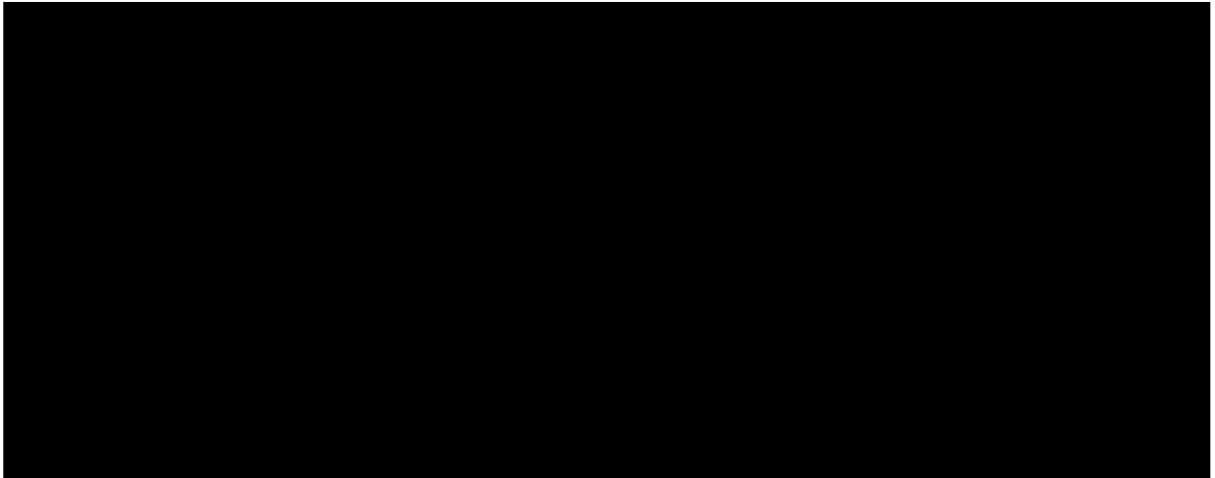
1. **SALE OF DONATED ASSETS.** At the Closing (defined below), Seller will sell and transfer to Buyer, and Buyer will buy and acquire from Seller, the Donated Assets, all on the terms and conditions set forth herein.



3. **DELIVERABLES.** The closing of the sale of the Donated Assets from Seller to Buyer (the “Closing”) is contingent on Buyer delivering the Closing Payment to Seller.





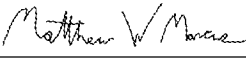


[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties are signing this Membership Interest Purchase Agreement, with the intent to be legally bound as of the date first written above.

SELLER:

Kansas City Startup Foundation

By: 
Name: Matthew W. Marcus
Title: Board President

BUYER:

Simple Focus Software, LLC


By: 
Name: Owner
Title: September 18, 2015

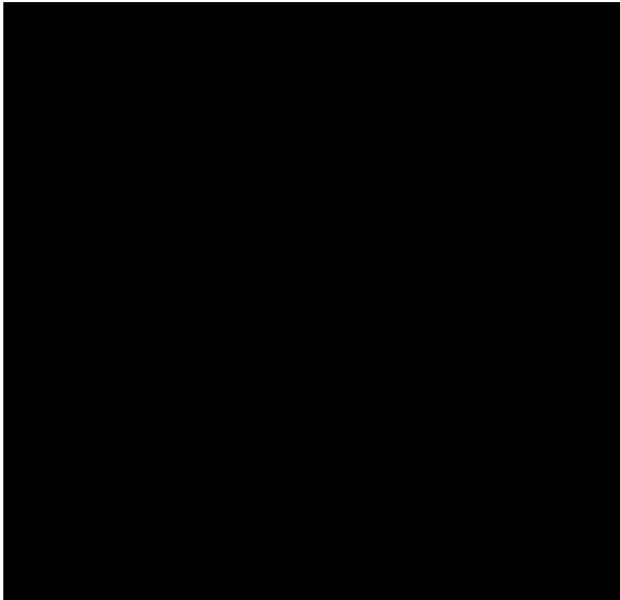
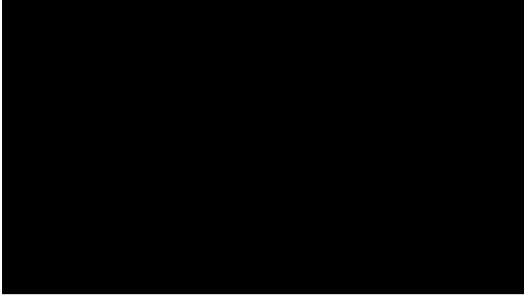
Exhibit A

List of Donated Assets

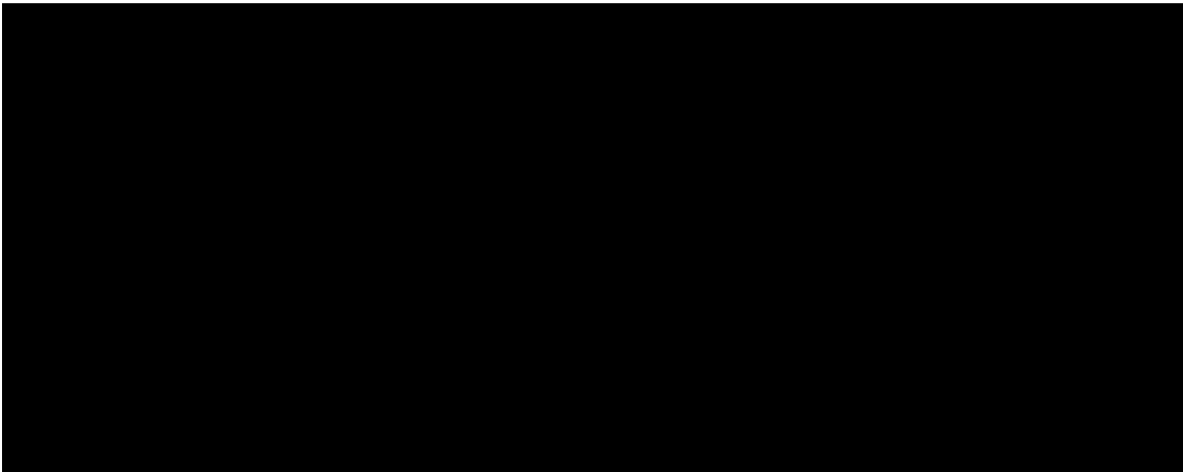
PopSurvey

1. Brand Assets

a. Logo/wordmarks



d. Any intellectual property and assignments



7. Designs, patents, pending applications to register a trademark or patent with any state or federal agency or office

8. any rights Seller has to use to the use of the name "PopSurvey" or [REDACTED] or any derivative thereof

[REDACTED]

[REDACTED]

[REDACTED]

