

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM390417

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900367977		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coremotives, LLC		05/27/2016	Limited Liability Company: GEORGIA
RECEIVING PARTY DATA			
Name:	Silverpop Systems, Inc.		
Street Address:	200 Galleria Parkway		
Internal Address:	Suite 1000		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30339		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85658039	COREMOTIVES	
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>			
Phone:	914-765-4353		
Email:	ibmtm@us.ibm.com		
Correspondent Name:	Leonora Hoicka		
Address Line 1:	North Castle Drive		
Address Line 4:	Armonk, NEW YORK 10504		
NAME OF SUBMITTER:	Grazia T. Micewicz		
SIGNATURE:	/Grazia T. Micewicz/		
DATE SIGNED:	07/06/2016		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coremotives, LLC		05/27/2016	Corporation; GEORGIA
RECEIVING PARTY DATA			
Name:	Silverpop Systems, Inc.		
Street Address:	200 Galleria Parkway		
Internal Address:	Suite 1000		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30339		
Entity Type:	Corporation; DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85658039	COREMOTIVES	
CORRESPONDENCE DATA			
Phone:	914-765-4353		
Email:	ibmtr@us.ibm.com		
<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>			
Correspondent Name:	Leonora Hoicka		
Address Line 1:	North Castle Drive		
Address Line 4:	Armonk, NEW YORK 10504		
NAME OF SUBMITTER:	Grazia T. Micewicz		
Signature:	/Grazia T. Micewicz/		
Date:	06/15/2016		

Total Attachments: 1

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RECEIPT INFORMATION

ETAS ID:	TM387987
Receipt Date:	06/15/2016
Fee Amount:	\$40

ASSIGNMENT

ASSIGNMENT made this 27th day of May, 2016, between Coremotives, LLC, a limited liability company organized and existing under the laws of Georgia with a place of business at Suite 1000, 200 Galleria Parkway, Atlanta, Georgia 30339 ("Assignor"); and Silverpop Systems Inc., a corporation organized and existing under the laws of Delaware, with a place of business at Suite 1000, 200 Galleria Parkway, Atlanta, Georgia 30339 ("Assignee");

WHEREAS, the Assignor represents and warrants it has adopted, used and is using; and is the sole owner of the entire right, title and interest, including the goodwill associated therewith, in and to the trademarks on the attached list and is assigning the marks in the identified applications and registrations as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. § 1060;

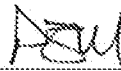
WHEREAS, Assignee is desirous of acquiring said marks, trademark applications and registrations and applications thereof;

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, all rights, title and interest in and to the said marks, and registrations and applications for trademark applications and registrations in the United States, with the goodwill of the business symbolized by the marks.

This assignment is effective as of March 1, 2016.

ASSIGNOR: Coremotives, LLC

By:



Name: Patrick J. Mulroney
Title: Secretary

LIST OF MARKS

Mark	Ser. No.
COREMOTIVES	85658039