

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM392665

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alliance Tech, Inc.		11/02/2015	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Cvent OnArrival, Inc.		
Street Address:	1765 Grensboro Station Place		
City:	Tysons Corner		
State/Country:	VIRGINIA		
Postal Code:	22102		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4171621	INTELLIGENT EXHIBITOR	
Registration Number:	4171623	INTELLIGENT LEADS	
Registration Number:	4171625	INTELLIGENT ATTENDANCE	
Registration Number:	4171627	SMARTSITE	
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:	7032263500		
Email:	legal@cvent.com		
Correspondent Name:	Cvent, Inc.		
Address Line 1:	1765 Grensboro Station Place		
Address Line 2:	7th Floor		
Address Line 4:	Tysons Corner, VIRGINIA 22102		
NAME OF SUBMITTER:	Daniel Martin		
SIGNATURE:	/dm/		
DATE SIGNED:	07/27/2016		
Total Attachments: 2			
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OP \$115.00 4171621

TRADEMARK AND SERVICE MARK ASSIGNMENT ACKNOWLEDGEMENT

WHEREAS, pursuant to the Asset Purchase Agreement by and among Cvent, Inc., Cvent OnArrival, Inc., Alliance Tech, Inc., Art Borrego, Tim Blackwood, Roger Lewis, and the Shareholders of Alliance Tech, Inc., dated November 2, 2015, Cvent OnArrival, Inc. ("Assignee"), a Delaware corporation and a wholly owned subsidiary of Cvent, Inc., acquired from Alliance Tech, Inc. ("Assignor"), a Texas corporation, *inter alia*, all right, title, and interest in and to the marks listed on the attached Schedule A (the "Marks");

NOW, THEREFORE, Assignor hereby acknowledges and confirms the assignment and transference to Assignee of all worldwide right, title and interest in and to the Marks, together with the business goodwill associated with the Marks, the Registrations, and the right to sue for and collect damages, profits, attorneys' fees, and all other available remedies for past infringements of the Marks.

ASSIGNOR

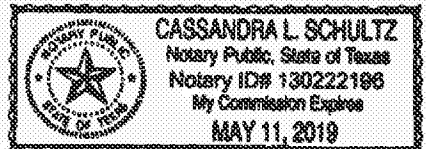
Alliance Tech, Inc.

Date: July 26, 2016

By: [Signature]
Name: Art Borrego
Title: Senior Director, Strategic Accounts

STATE OF TEXAS)
COUNTY OF TRAVIS)

Signed and sworn to before me this 26th day of July, 2016



[Signature]
Notary Public

My commission expires May 11, 2019

SCHEDULE A

Marks:

INTELLIGENT EXHIBITOR
INTELLIGENT LEADS
INTELLIGENT ATTENDANCE
SMARTSITE

Registrations:

<u>Jurisdiction</u>	<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
United States	INTELLIGENT EXHIBITOR	4171621	July 10, 2012
United States	INTELLIGENT LEADS	4171623	July 10, 2012
United States	INTELLIGENT ATTENDANCE	4171625	July 10, 2012
United States	SMARTSITE	4171627	July 10, 2012