

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401741

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The New Venture Fund		09/28/2016	Corporation: D.C.
RECEIVING PARTY DATA			
Name:	The Regents of the University of California		
Street Address:	1111 Franklin Street, 8th Floor		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94607		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86400352	CONNECTED LEARNING ALLIANCE	
CORRESPONDENCE DATA			
Fax Number:	4159953434		
<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:	415/995-5044		
Email:	ipfilings@hansonbridgett.com		
Correspondent Name:	Hanson Bridgett LLP		
Address Line 1:	425 Market Street, 26th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94105		
NAME OF SUBMITTER:	Raffi Zerounian		
SIGNATURE:	/rz/		
DATE SIGNED:	10/12/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, The New Venture Fund, a Washington DC corporation with its principal place of business at 1201 Connecticut Avenue NW, Suite 300, Washington, DC 20036 ("Assignor"), owns and has a *bona fide* intent to use its CONNECTED LEARNING ALLIANCE design mark (the "Mark") in connection with the following goods and/or services via its Connected Learning Alliance project: (i) downloadable interactive multimedia computer software featuring audio and video information for educators on the subject of using technology in education; (ii) educational services, namely, conducting seminars, conferences, and workshops in the field of K-12, secondary, collegiate, and post-graduate education and distribution of training material in connection therewith; (iii) educational services, namely, developing curriculum for educators; and (iv) educational and entertainment services, namely, providing motivational and educational speakers;

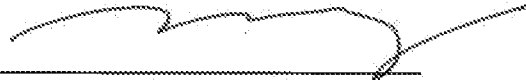
WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above-described goods and/or services, Application Serial No. 86400352, filed on September 19, 2014;

WHEREAS, The Regents of the University of California, on behalf of its Irvine campus ("Assignee"), desires to acquire the Connected Learning Alliance project portion of Assignor's business in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the Mark and the pending Application therefor, together with the Connected Learning Alliance project portion of Assignor's business in connection with which it has a *bona fide* intent to use the Mark.

for New Venture Fund
(Assignor)

for The Regents of the University of California
(Assignee)



sign

sign

Lee Bodner President

Chris Hobbs, Managing Director

print name, title

Mary Beth Carney, Director, Trademark Licensing

print name, title

Sep 28, 2016

date

10/11/16

date