

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM422234

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Partner Demand LLC		04/03/2017	Limited Liability Company: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	The Channel Company, LLC		
Street Address:	One Research Drive, Suite 400B		
City:	Westborough		
State/Country:	MASSACHUSETTS		
Postal Code:	01581		
Entity Type:	Limited Liability Company: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4966633	PARTNERDEMAND	
CORRESPONDENCE DATA			
Fax Number:	5088610116		
<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:	5084161142		
Email:	agusman@thechannelco.com		
Correspondent Name:	Adam Gusman		
Address Line 1:	One Research Drive, Suite 400B		
Address Line 4:	Westborough, MASSACHUSETTS 01581		
NAME OF SUBMITTER:	Adam Gusman		
SIGNATURE:	/Adam Gusman/		
DATE SIGNED:	04/03/2017		
Total Attachments: 1			
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OP \$40.00 4966633

TRADEMARK ASSIGNMENT

This Assignment Agreement with an effective date of March 31, 2017 is by and between Partner Demand LLC, a limited liability company of Massachusetts ("Assignor"), and The Channel Company, LLC, a limited liability company of Massachusetts ("Assignee").

WHEREAS, Assignor is the registered owner of the PARTNERDEMAND trademark, United States Trademark Registration Number 4966633 (the "Trademark");

WHEREAS, Assignor desires to transfer to Assignee all rights, title and interest in and to the Trademark;

WHEREAS, Assignee desires to acquire all of Assignor's rights title and interest in and to the Trademark;

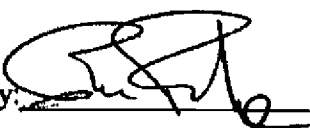
NOW, THEREFORE, in consideration of the foregoing, Assignor does hereby irrevocably sell, assign, grant and transfer to Assignee, its entire worldwide right, title and interest in and to the Trademark; including all common law rights, and any domestic and international trademark registrations and applications, along with the goodwill of the business symbolized by the Trademark, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein, and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

Assignor hereby authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue trademarks, to record this Assignment and to issue or transfer all said trademark registrations to the Assignee as owner of all right, title and interest therein, or otherwise as the Assignee may direct, in accordance with the terms of this Assignment.

IN WITNESS WHEREOF, this Assignment has been executed by the parties on the effective date written above.

ASSIGNOR:

Partner Demand LLC

By: 

Name: Robert Faetra

Title: Manager

ASSIGNEE:

The Channel Company, LLC

By: 

Name: Robert Wiseltier

Title: Chief Financial Officer