

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM569756

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Smooch Technologies ULC		05/14/2019	Unlimited Liability Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Zendesk, Inc.		
Street Address:	1019 Market Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94103		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5220795		
Registration Number:	5220796	SMOOCH	
CORRESPONDENCE DATA			
Fax Number:	6503520699		
<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:	6503520514		
Email:	svtmdocket@reedsmith.com		
Correspondent Name:	Katherine M. Basile		
Address Line 1:	P.O. Box 4088		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15230		
NAME OF SUBMITTER:	Katherine M. Basile		
SIGNATURE:	/Katherine M. Basile/		
DATE SIGNED:	03/31/2020		
Total Attachments: 3			
source=Smooch to Zendesk - TM Assignment#page1.tif			
source=Smooch to Zendesk - TM Assignment#page2.tif			
source=Smooch to Zendesk - TM Assignment#page3.tif			

OP \$65.00 5220795

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of May 14, 2019 (“**Effective Date**”).

WHEREAS **SMOOCH TECHNOLOGIES ULC**, the full post office address of whose principal office or place of business is 1600-925 West Georgia Street, Vancouver, British Columbia, V6C 3L2 CANADA (“**Assignor**”), is the owner of the trademarks set out in the attached Schedule “A” (the “**Trademarks**”);

AND WHEREAS **ZENDESK, INC.**, the full post office address of whose principal office or place of business is 1019 Market Street, San Francisco, California 94103 UNITED STATES OF AMERICA (“**Assignee**”) is desirous of acquiring the whole right, title and interest in and to the Trademarks, together with the goodwill associated with the Trademarks, and the goodwill of the business associated with the Trademarks, including all rights to sue for past, present and future infringement and passing-off of the Trademarks;

NOW, THEREFORE, for the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor hereby sells, assigns, and transfers to Assignee all of Assignor’s right, title, and interest in Canada, the United States and throughout the world in and to the Trademarks, together with all of the goodwill associated with the Trademarks, and the goodwill of the business associated with the Trademarks, including without limitation the accompanying registrations of the Trademarks, the goodwill associated therewith, and all rights to sue for past, present and future infringement and passing-off of the Trademarks (including the right to retain any damages or profits awarded as a result of such action or other proceeding);

Assignor will, upon request of Assignee and without further consideration but at the expense of the Assignee, provide to Assignee, Assignee’s successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), reasonably requested by Assignee to more fully and effectively carry out the purposes of this Assignment.

IN WITNESS WHEREOF the Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives effective as of the Effective Date.

[Remainder of page intentionally left blank.]

The parties have executed this Agreement as of the date first mentioned.

SMOOCH TECHNOLOGIES ULC

DocuSigned by:

Elena Gomez

886F9FFCABB24EF...

Name: Elena Gomez
Title: Chief Executive Officer

ZENDESK, INC.



DocuSigned by:

John Geschke

898A92BF1EEF4F8...

Name: John Geschke
Title: Chief Legal Officer & SVP of
Administration

SCHEDULE "A"

Trademark	Country	Application/Registration Number
BUBBLE Design 	Canada	App 09-OCT-2015 App 1749949 Reg 09-DEC-2016 Reg TMA957575
SMOOCH	Canada	App 09-OCT-2015 App 1749950 Reg 09-DEC-2016 Reg TMA957574
SMOOCH CONVERSATION CLOUD	Canada	App 12-SEP-2016 App 1799802 Reg 10-DEC-2019 Reg TMA1065886
BUBBLE Design 	United States	App Oct. 13, 2015 App 86786977 Reg Jun. 13, 2017 Reg 5220795
SMOOCH	United States	App Oct. 13, 2015 App 86786990 Reg Jun. 13, 2017 Reg 5220796