

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM777288

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900721622

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
True Influence, LLC		09/12/2022	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Anteriad, LLC
Street Address:	2 International Drive, Suite 300
City:	Rye Brook
State/Country:	NEW YORK
Postal Code:	10573
Entity Type:	Limited Liability Company: CONNECTICUT

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	5662065	TRUE INFLUENCE
Registration Number:	5230089	TRUE INFLUENCE
Registration Number:	5136102	TRIPLECHECK
Registration Number:	5114969	INTENTBASE
Registration Number:	4761914	OPPORTUNITYBASE
Registration Number:	4712286	INSIGHTBASE
Registration Number:	5751899	TRUE INFLUENCE INTENT SIGNALS
Registration Number:	5741823	ACTIVEBASE
Registration Number:	5823464	DISPLAYBASE
Registration Number:	5807311	TRUE INFLUENCE RELEVANCE ENGINE
Registration Number:	5853433	PERSONABASE
Registration Number:	5858885	APPOINTMENTBASE
Registration Number:	5891714	TRUE INFLUENCE INTENT MONITORING
Registration Number:	6217940	IDENTITY GRAPH TRIANGULATION
Registration Number:	6821621	TRUE INFLUENCE MARKETING CLOUD

CORRESPONDENCE DATA

Fax Number: 2026375910

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.

Phone: 2026375600
Email: DCTrademark@hoganlovells.com
Correspondent Name: Brendan C. Quinn of Hogan Lovells US LLP
Address Line 1: 555 13th Street NW
Address Line 4: Washington, D.C. 20004

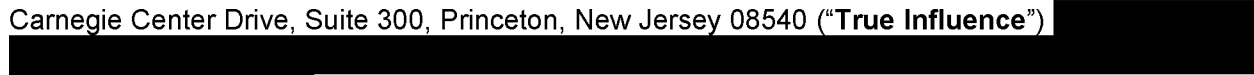
ATTORNEY DOCKET NUMBER:	761278.000009
NAME OF SUBMITTER:	Brendan C. Quinn
SIGNATURE:	/BCQ/
DATE SIGNED:	12/29/2022

Total Attachments: 3

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TRADEMARK ASSIGNMENT

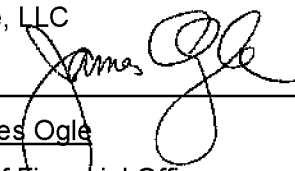
WHEREAS, True Influence, LLC, a Delaware limited liability company with offices at 103 Carnegie Center Drive, Suite 300, Princeton, New Jersey 08540 ("**True Influence**")

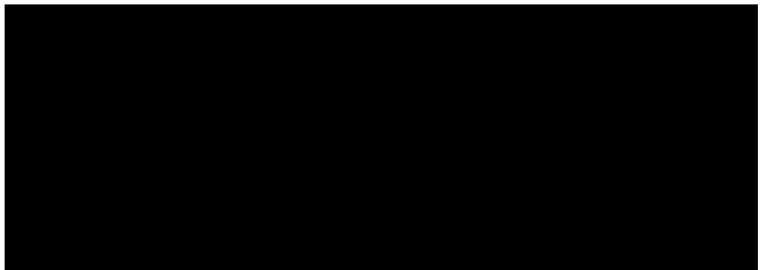
 (collectively, "**Assignors**") own the trademarks listed on the attached **Schedule**, including any and all common law rights, applications, and registrations therefor (the "**Marks**"); and

WHEREAS, Anteriad, LLC, a Connecticut limited liability company with offices at 2 International Drive, Suite 300, Rye Brook, New York 10573 (the "**Assignee**"), desires to acquire all right, title, and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt of which is hereby acknowledged, Assignors hereby assign and transfer to Assignee, its successors, and assigns, all of Assignors' right, title, and interest in and to the Marks, together with the goodwill of the businesses symbolized by the Marks, and the right to sue and collect damages and/or profits for past infringements of the Marks.

IN WITNESS WHEREOF, Assignors have caused this instrument to be signed by duly authorized corporate officers, effective as of September 12, 2022.

True Influence, LLC
By: 
Name: James Ogle
Title: Chief Financial Officer



Schedule

Trademarks

Jurisdiction	Mark	Application No.	Filing Date	Registration No.	Registration Date
Antigua and Barbuda	TRUE INFLUENCE	1584860	20-Jan-2021		
Brazil	TRUE INFLUENCE	1584860	20-Jan-2021		
Canada	TRUE INFLUENCE	1584860 / 2097969	20-Jan-2021		
Colombia	TRUE INFLUENCE	1584860 / SD20210033777	20-Jan-2021	1584860 / 694034	20-Jan-2021
European Union	WorldChain	1445882	03-Dec-2018	1445882	03-Dec-2018
European Union	TRUE INFLUENCE	1584860	20-Jan-2021	1584860	20-Jan-2021
India	WorldChain	1445882	03-Dec-2018	1445882	03-Dec-2018
India	TRUE INFLUENCE	1584860 / IRDI-4945764	20-Jan-2021		
International	WorldChain	1445882	03-Dec-2018	1445882	03-Dec-2018
International	TRUE INFLUENCE	1584860	20-Jan-2021	1584860	20-Jan-2021
Mexico	TRUE INFLUENCE	1584860 / 2530459	20-Jan-2021		
Mexico	TRUE INFLUENCE	1584860 / 2530460	20-Jan-2021		
Singapore	TRUE INFLUENCE	1584860	20-Jan-2021	1584860	20-Jan-2021
Switzerland	WorldChain	1445882	03-Dec-2018	1445882	03-Dec-2018
United Kingdom	WorldChain	1445882	03-Dec-2018	UK00801445882	26-Jun-2019
United Kingdom	TRUE INFLUENCE	1584860	20-Jan-2021	1584860	20-Jan-2021
United States of America	TRUE INFLUENCE	87332890	12-Feb-2017	5662065	22-Jan-2019
United States of America	TRUE INFLUENCE	85354515	23-Jun-2011	5230089	27-Jun-2017
United States of America	TRIPLECHECK	87049277	25-May-2016	5136102	07-Feb-2017
United States of America	IntentBASE	86374669	22-Aug-2014	5114969	03-Jan-2017
United States of America	OPPORTUNITYBASE	86368233	15-Aug-2014	4761914	23-Jun-2015

Jurisdiction	Mark	Application No.	Filing Date	Registration No.	Registration Date
United States of America	INSIGHTBASE	86368205	15-Aug-2014	4712286	31-Mar-2015
United States of America	TRUE INFLUENCE INTENT SIGNALS	87411988	14-Apr-2017	5751899	14-May-2019
United States of America	ActiveBASE	88101978	01-Sep-2018	5741823	30-Apr-2019
United States of America	DisplayBASE	88189400	11-Nov-2018	5823464	30-Jul-2019
United States of America	TRUE INFLUENCE RELEVANCE ENGINE	87332342	10-Feb-2017	5807311	16-Jul-2019
United States of America	PersonaBASE	88222928	10-Dec-2018	5853433	03-Sep-2019
United States of America	AppointmentBASE	88212879	30-Nov-2018	5858885	10-Sep-2019
United States of America	TRUE INFLUENCE INTENT MONITORING	87411962	14-Apr-2017	5891714	22-Oct-2019
United States of America	IDENTITY GRAPH TRIANGULATION	88636522	30-Sep-2019	6217940	08-Dec-2020
United States of America	TRUE INFLUENCE MARKETING CLOUD	88840786	19-Mar-2020	6821621	16-Aug-2022
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