

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI191601

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kasamba, Ltd.		03/20/2023	Limited Company: ISRAEL
RECEIVING PARTY DATA			
Company Name:	LivePerson, Inc.		
Street Address:	530 7th Avenue		
Internal Address:	Floor M1		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	7103187	BRENDA	
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:	4435415680		
Email:	kim@olivergrimsley.com,trademarks@olivergrimsley.com		
Correspondent Name:	Kimberly S. Grimsley		
Address Line 1:	1 Olympic Place		
Address Line 2:	Suite 900		
Address Line 4:	Towson, MARYLAND 21204		
NAME OF SUBMITTER:	TINA NEUMAN		
SIGNATURE:	TINA NEUMAN		
DATE SIGNED:	04/25/2024		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is made effective as of March 20, 2023 by and between Kasamba, Ltd., an Israel limited company having a principal place of business at: 13 Zarchin Street, Ra'anana, Israel 43100 (hereinafter "Assignor") and LivePerson, Inc. having a principal place of business at: 530 7th Avenue, Floor M1, New York, NY 10018, hereinafter "Assignee") (each a "Party" or collectively "Parties").

WHEREAS, Assignor is the owner of the following United States trademark and trademark application (hereinafter referred to as the "Mark"):

BRENDA: U.S. Trademark Serial No. 97151579 (registration number 7,103,187), filed on December 1, 2021, and claiming a date of first use as November 15, 2021 for:

- Providing expert referrals in the field of mental and emotional health counseling and therapy in International Class 035;
- Telecommunications, namely, electronic transmission of data and wireless digital messaging via global computer and communication networks; Providing on-line chat rooms and forums for transmission of messages among computer users in the field of emotional health counseling and therapy in regards to providing professional and specialist advice; Video and audio telepresence conferencing services conducted via the web, telephone, and mobile devices; Receiving and exchanging of information, text, sounds, images, data and messages, namely, wireless electronic transmission of information, text messages, sounds, images, data and messages; Data streaming on the Internet; Providing on-line chat rooms for transmission of messages among computer users in the field of emotional health counseling and therapy in regards to providing professional and specialist advice; Video and audio telepresence conferencing services conducted via interactive telecommunication networks; Receiving and exchanging of information, text, sounds, images, data and messages, namely, wireless electronic transmission of information, text messages, sounds, images, data and messages via interactive telecommunication networks in International Class 38;
- Software as a service, namely, providing access to on-line, non-downloadable software for use in matching and connecting users to licensed therapists in connection with mental and emotional health counseling and therapy; Providing on-line, non-downloadable software for use in initiating online communications sessions for purposes of therapy and for accepting and processing user fees; Platform as a service (PAAS) featuring computer software platforms for use in initiating online communications sessions for purposes of therapy interactions among groups and with therapists in International Class 42;

WHEREAS, Assignor wishes to transfer all of its rights, title, and interest in the Mark to Assignee; and

WHEREAS, Assignee is desirous of obtaining any and all rights, title, and interest that Assignor may have in and to the Mark since its date of first use of the Mark, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark; along with the right to recover damages and profits for past and future infringement thereof, as fully as if Assignor had filed such action in its own name.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark for the United States and throughout the world to the Assignee, together with the goodwill of the business in

connection with which the Mark is to be used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringement thereof, if applicable.


Assignor does further agree to execute and deliver without further consideration all further applications, assignments and documents, and to perform such other acts as Assignee may reasonably request or that are deemed necessary by Assignee, its successors, assigns and nominees, and to fully secure Assignee's ownership interest in the Mark as aforesaid. The Assignor hereby appoints the then manager or authorized representative of the Assignee as its due and lawful attorney-in-fact with the power of attorney to execute such documents and take such acts under this paragraph as Assignor was required to execute or take, such power being coupled with an interest herein and irrevocable.

This Trademark Assignment may be executed in multiple counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument. Electronic, scanned or other electronically signed versions shall be deemed originals for all purposes herein.

ACCEPTED AND AGREED:

ASSIGNOR:

KASAMBA, Ltd.

By: 

Print Name: Mike Ballard

Title: CFO

LIVEPERSON, INC.

DocuSigned by:



By: BC36084D0DF44D0...

Print Name: Norm Osumi

Title: SVP-Strategic Finance