

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM313470

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JPMorgan Chase Bank, N.A.		08/07/2014	CORPORATION: NEW YORK
JPMorgan Chase & Co.		07/14/2014	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	J.P. Morgan Retirement Plan Services LLC		
<b>Street Address:</b>	11500 Outlook Street		
<b>City:</b>	Overland Park		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66211-1804		
<b>Entity Type:</b>	CORPORATION: KANSAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3906455	AUDIENCE OF ONE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2023464444		
<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>			
<b>Phone:</b>	2023464000		
<b>Email:</b>	patentdc@goodwinprocter.com		
<b>Correspondent Name:</b>	Goodwin Procter LLP		
<b>Address Line 1:</b>	901 New York Avenue, NW		
<b>Address Line 4:</b>	Washington, D.C. 20001		
<b>ATTORNEY DOCKET NUMBER:</b>	72167.020154 - G10257US		
<b>NAME OF SUBMITTER:</b>	Phong Dinh		
<b>SIGNATURE:</b>	/Phong Dinh/		
<b>DATE SIGNED:</b>	08/08/2014		
<b>Total Attachments: 4</b>			
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OP \$40.00 3906455

**INTELLECTUAL PROPERTY ASSIGNMENT**

WHEREAS, **JPMorgan Chase Bank N.A.**, organized under the laws of the United States of America, having offices at **270 Park Avenue, New York, NY 10017, USA** owns all right, title and interest in and to U.S. Provisional Patent Application No. 61/619,610, filed on April 3, 2012, U.S. Patent Application No. 13/529,591, filed on June 21, 2012, and U.S. Patent Application No. 12/575,536, filed on October 8, 2009; and **JPMorgan Chase & Co.**, organized under the laws of the United States of America, having offices at **270 Park Avenue, New York, NY 10017, USA** owns all right, title and interest in and to U.S. Trademark "AUDIENCE OF ONE" filed on December 2, 2009 and registered as U.S. Trademark No. 3,906,455 on January 18, 2011 (JPMorgan Chase Bank N.A. and JPMorgan Chase & Co. are collectively "ASSIGNORS"); and

WHEREAS, **JPMorgan Retirement Plan Services, LLC**, organized under the laws of the United States of America ("ASSIGNEE") is desirous of acquiring ASSIGNORS' entire right, title and interest in and to U.S. Provisional Patent Application No. 61/619,610, filed on April 3, 2012; U.S. Patent Application No. 13/529,591, filed on June 21, 2012; U.S. Patent Application No. 12/575,536, filed on October 8, 2009; and U.S. Trademark "AUDIENCE OF ONE" filed on December 2, 2009 and registered as U.S. Trademark No. 3,906,455 on January 18, 2011 (collectively "IP Assets").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNORS do hereby sell, assign, transfer and set over to ASSIGNEE its successors and assigns, ASSIGNORS' entire right, title and interest in and to the IP Assets.

"IP Assets" includes rights in, to, and concerning: (a) future divisions, reissues, reexaminations, continuations, continuations-in-part, and renewals of the foregoing patent applications, and patents which may be issued on such applications; and (b) all goodwill associated with the foregoing trademark, and registrations and applications for registration thereof, including extensions, modifications, and renewals of the foregoing trademark.

ASSIGNORS hereby covenant that they have the full right to convey the entire interest herein assigned, and that they have not executed any agreement in conflict with this Intellectual Property Assignment.

The foregoing assignment of IP Assets includes all rights to sue for past, present, and future infringement, including the right to collect and receive any damages, royalties, or settlements for such infringements, all rights to sue for injunctive or other equitable relief, and any and all causes of action relating to any of the IP Assets.

ASSIGNORS do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent and trademark registrations which may be granted upon said IP Assets, when granted, to said ASSIGNEE.

IN TESTIMONY WHEREOF, I hereunto set my hand this 07 day of December, 2014.

JPMorgan Chase Bank N.A. (ASSIGNOR)

By: [Signature]

Name: Kathryn M. Card Beckles

Title: Managing Director

County of New York )  
 ) ss:  
State of New York )

On this 07 day of December, 2014, before me, a Notary Public in and for the County and State aforesaid, personally appeared Kathryn M. Card Beckles, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

[Signature]

Notary Public

(SEAL)

My Commission Expires 12/16/2017

NAYMA SIDDIQUA  
Notary Public, State of New York  
No. 01316203611  
My Commission Expires 12/16/2017

IN TESTIMONY WHEREOF, I hereunto set my hand this 7<sup>th</sup> day of August, 2014.

JPMorgan Chase & Co. (ASSIGNOR)

By: [Signature]

Name: Kathlyn M. Card Beckles

Title: Managing Director

County of New York )

State of New York ) ss:

On this 7<sup>th</sup> day of August, 2014, before me, a Notary Public in and for the County and State aforesaid, personally appeared Kathlyn M. Card Beckles, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)

[Signature]  
Notary Public

My Commission Expires 12/15/2017

NAYMA GIDDIGUA  
Notary Public, State of New York  
No. 0138285611  
My Commission Expires 12/15/2017

