OP \$115.00 4171621

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM392665

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Alliance Tech, Inc.		11/02/2015	Corporation: TEXAS

RECEIVING PARTY DATA

Name:	Cvent OnArrival, Inc.	
Street Address:	1765 Grensboro Station Place	
City:	Tysons Corner	
State/Country:	VIRGINIA	
Postal Code:	22102	
Entity Type:	Corporation: DELAWARE	

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	4171621	INTELLIGENT EXHIBITOR
Registration Number:	4171623	INTELLIGENT LEADS
Registration Number:	4171625	INTELLIGENT ATTENDANCE
Registration Number:	4171627	SMARTSITE

CORRESPONDENCE DATA

Fax Number:

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: 7032263500
Email: legal@cvent.com

Correspondent Name: Cvent, Inc.

Address Line 1: 1765 Grensboro Station Place

Address Line 2: 7th Floor

Address Line 4: Tysons Corner, VIRGINIA 22102

NAME OF SUBMITTER:	Daniel Martin
SIGNATURE:	/dm/
DATE SIGNED:	07/27/2016

Total Attachments: 2

source=AT Assignment Sig#page1.tif source=AT Assignment Sig#page2.tif

> TRADEMARK REEL: 005840 FRAME: 0379

TRADEMARK AND SERVICE MARK ASSIGNMENT ACKNOWLEDGEMENT

WHEREAS, pursuant to the Asset Purchase Agreement by and among Cvent, Inc., Cvent OnArrival, Inc., Alliance Tech, Inc., Art Borrego, Tim Blackwood, Roger Lewis, and the Shareholders of Alliance Tech, Inc., dated November 2, 2015, Cvent OnArrival, Inc. ("Assignee"), a Delaware corporation and a wholly owned subsidiary of Cvent, Inc., acquired from Alliance Tech, Inc. ("Assignor"), a Texas corporation, *inter alia*, all right, title, and interest in and to the marks listed on the attached Schedule A (the "Marks");

NOW, THEREFORE, Assignor hereby acknowledges and confirms the assignment and transference to Assignee of all worldwide right, title and interest in and to the Marks, together with the business goodwill associated with the Marks, the Registrations, and the right to sue for and collect damages, profits, attorneys' fees, and all other available remedies for past infringements of the Marks.

ASSIGNOR

Alliance Tech, Inc.

Date:

| Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date: | Date:

CASSANDRA L SCHULTZ
Notary Public
Notary Public
Notary ID# 130222196
My Commission Express
MAY 11, 2019
My commission expires
My commission expires

TRADEMARK REEL: 005840 FRAME: 0380

SCHEDULE A

Marks:

INTELLIGENT EXHIBITOR

INTELLIGENT LEADS

INTELLIGENT ATTENDANCE

SMARTSITE

Registrations:

Jurisdiction	<u>Mark</u>	Registration No.	Registration Date
United States	INTELLIGENT EXHIBITOR	4171621	July 10, 2012
United States	INTELLIGENT LEADS	4171623	July 10, 2012
United States	INTELLIGENT ATTENDANCE	4171625	July 10, 2012
United States	SMARTSITE	4171627	July 10, 2012

-2-

TRADEMARK REEL: 005840 FRAME: 0381