

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM686483

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Tire Distributors, Inc.		11/01/2021	Corporation:
RECEIVING PARTY DATA			
Name:	Torqata Data and Analytics LLC		
Street Address:	10115 Kinsey Ave Ste 215		
City:	Huntersville		
State/Country:	NORTH CAROLINA		
Postal Code:	28078		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	6287785	TORQATA CATEGORY COMPASS	
Registration Number:	6287783	TORQATA PROFIT EXPERT	
Registration Number:	6287782	TORQATA MARKET PRICE EXPLORER	
Registration Number:	6282820	TORQATA	
Registration Number:	6282819	TORQATA	
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:	4048853330		
Email:	nina.dhillon@troutman.com		
Correspondent Name:	Michael D. Hobbs, Jr., Esq.		
Address Line 1:	600 Peachtree Street, NE, Suite 3000		
Address Line 4:	Atlanta, GEORGIA 30308		
ATTORNEY DOCKET NUMBER:	247305.477		
NAME OF SUBMITTER:	Nina Dhillon		
SIGNATURE:	/nina dhillon/		
DATE SIGNED:	11/08/2021		
Total Attachments: 2			

CH \$140.00 6287785

source=Torqata Data and Analytics LLC Assignment Agreement#page1.tif

source=Torqata Data and Analytics LLC Assignment Agreement#page2.tif

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into effective as of the 11/1/2021 ("Effective Date"), by and between **American Tire Distributors, Inc.** ("Assignor"), a Delaware corporation, and **Torqata Data and Analytics LLC**, a Delaware limited liability company, ("Assignee") (collectively, the "Parties.").

W I T N E S S E T H

WHEREAS, Assignor is the owner of the common law rights and United States federal trademark rights to the marks and registrations for TORQATA CATEGORY COMPASS (Registration No. 6287785), TORQATA PROFIT EXPERT (Registration No. 6287783), TORQATA MARKET PRICE EXPLORER (Registration No. 6287782), TORQATA (Registration No. 6282820), and TORQATA (Registration No. 6282819), (collectively, the "Marks");

WHEREAS, Parties desire to enter into this Assignment to effect the transfer of all right, title, and interest in and to the Mark to Assignee;

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfer and assign to Assignee all right, title, and interest in and to the Mark on a worldwide basis, together with the goodwill associated with its trademarks, the portion of the Assignor's business to which the Mark pertains, along with the right to recover for damages and profits and other remedies for past infringements of the Mark.

2. Further Documentation and Actions. Assignor hereby agree to execute and deliver to Assignee any further documents and instruments in Assignor's possession, and to do any and all further reasonable acts that are deemed necessary by Assignee to vest in Assignee all right, title, and interest in and to the Mark and to enable such right, title, and interest to be recorded in the PTO any other appropriate governmental or private authority, agency or registry of the United States and internationally.

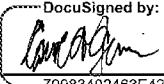
3. Counterpart; Electronic Signature. This Assignment may be executed in several counterparts, each of which shall be deemed an original, but such counterparts shall together constitute but one and the same Assignment. The execution of this Assignment by any of the parties may be evidenced by way of a facsimile or electronic mail transmission of such party's signature, or a photocopy of such transmission, and such electronic signature shall be deemed to constitute the original signature of such party hereto.

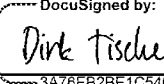
[SIGNATURES ON THE NEXT PAGE]

IN WITNESS WHEREOF, the parties hereto have executed the Assignment as of the Effective Date.

“ASSIGNOR”
American Tire Distributors, Inc.

“ASSIGNEE”
Torqata Data and Analytics LLC

By:  _____
DocuSigned by:
79983402463E426...

By:  _____
DocuSigned by:
3A76EB2BE1C5406...

Name: Carol Genis

Name: Dirk Tischer

Title: EVP General Counsel & Secretary

Title: VP & Assistant Secretary