

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM744727

<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>
QuinStree, Inc.		02/14/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TechnologyAdvice, LLC		
<b>Street Address:</b>	3343 Perimeter Hill Drive, Ste 100		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37211		
<b>Entity Type:</b>	Limited Liability Company: TENNESSEE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4894590	CIO INSIGHT	
<b>Registration Number:</b>	2667728	DATAMATION	
<b>Registration Number:</b>	3618059	IT BUSINESS EDGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	7408172381		
<b>Email:</b>	JeffMFurr@FurrLawFirm.com		
<b>Correspondent Name:</b>	Jeffrey M. Furr		
<b>Address Line 1:</b>	2622 Debolt Road		
<b>Address Line 4:</b>	Utica, OHIO 43080		
<b>NAME OF SUBMITTER:</b>	Jeffrey M. Furr		
<b>SIGNATURE:</b>	/jmf/		
<b>DATE SIGNED:</b>	07/30/2022		
<b>Total Attachments: 5</b>			
source=technologyadvicequinstreetmarksassignment#page1.tif			
source=technologyadvicequinstreetmarksassignment#page2.tif			
source=technologyadvicequinstreetmarksassignment#page3.tif			
source=technologyadvicequinstreetmarksassignment#page4.tif			

OP \$90.00 4894590



## ASSIGNMENT OF MARKS

THIS ASSIGNMENT OF MARKS (this “Assignment of Marks”) is made and entered into by and between QuinStreet, Inc., a Delaware corporation (“Assignor”), and TechnologyAdvice, LLC, a Tennessee limited liability company (“Assignee”), as of February 14, 2020.

### RECITALS

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement of even date herewith (the “Purchase Agreement”), pursuant to which Assignee has purchased substantially all of the assets of the Business (as defined therein), including without limitation the Marks (as defined therein); and

WHEREAS, pursuant to the Purchase Agreement, Assignor has agreed to assign to Assignee, and Assignee has agreed to accept the assignment of, all of Assignor’s right, title, and interest in, to, and under the Marks, and this Assignment of Marks is contemplated by Section 1.7(a)(iv) of the Purchase Agreement;

NOW, THEREFORE, the parties, intending to be legally bound, agree as follows:

### AGREEMENT

1. Capitalized Terms. All capitalized terms used in this Assignment of Marks without definition have the meanings given to them in the Purchase Agreement.

2. Assignment. Assignor, for and in exchange for the payment of the Purchase Price, the receipt of which is hereby acknowledged, does hereby irrevocably transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor’s worldwide right, title, and interest in, to and under the Marks, including without limitation the registered and unregistered domestic and foreign trade names, trademarks, service marks, and applications for any of the foregoing items listed on Schedule A attached hereto and incorporated herein by reference, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment of Marks, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee and its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment of Marks not been made.

3. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment of Marks upon request by Assignee. Following the date hereof, upon Assignee’s reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of

attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Marks to Assignee, or any assignee or successor thereto.

4. Terms of the Purchase Agreement. The terms of the Purchase Agreement, including but not limited to Assignor's representations, warranties, covenants, agreements, and indemnities relating to the Marks, are incorporated herein by this reference. Assignor acknowledges and agrees that the representations, warranties, covenants, agreements, and indemnities contained in the Purchase Agreement will not be superseded hereby but will remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.

5. Governing Law. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Marks will be governed by and construed under the laws of the State of Delaware without regard to conflicts of laws principles that would require the application of any other law.

6. Assignments and Successors. Neither party may assign any of its rights or delegate any of its obligations under this Assignment of Marks without the prior written consent of the other party. Subject to the preceding sentence, this Assignment of Marks will apply to, be binding in all respects upon, and inure to the benefit of the successors and permitted assigns of the parties.

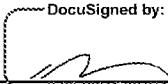
7. Execution. This Assignment of Marks may be executed in counterparts, each of which will be deemed to be an original copy of this Assignment of Marks and all of which, when taken together, will be deemed to constitute one and the same agreement. The exchange of copies of this Assignment of Marks and of signature pages by facsimile or electronic transmission shall constitute effective execution and delivery of this Assignment of Marks as to the parties and may be used in lieu of the original Assignment of Marks for all purposes. Signatures of the parties transmitted by facsimile or electronic transmission will be deemed to be their original signatures for any purpose whatsoever.

[END OF TEXT; SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have executed this Assignment of Marks as of the date first above written.

ASSIGNOR:

QuinStreet, Inc.

By:  \_\_\_\_\_  
676F99D170CC419...

Name: Martin Collins

Title: Chief Legal & Privacy Officer

ASSIGNEE:

TechnologyAdvice, LLC

By: \_\_\_\_\_  
Rob Bellenfant, Chief Executive Officer

IN WITNESS WHEREOF, the parties have executed this Assignment of Marks as of the date first above written.

ASSIGNOR:

QuinStreet, Inc.

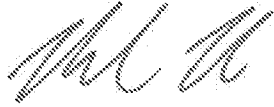
By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

ASSIGNEE:

TechnologyAdvice, LLC

By:  \_\_\_\_\_  
Rob Bellenfant, Chief Executive Officer

**SCHEDULE A**

**MARKS**

**Trade Names**

**Registered Trademarks and Service Marks**

<b>Trademark</b>	<b>Country</b>	<b>App. #</b>	<b>Filing Date</b>	<b>Reg. #</b>	<b>Reg. Date</b>
CIO INSIGHT	USA	86/596877	4/14/2015	4894590	2/2/2016
CLOSEIT	USA	86/596878	6/19/2015	4915346	3/8/2016
DATAMATION	EU	86/596879	12/4/2000	001997063	2/18/2003
DATAMATION	USA	86/596880	6/7/2000	2667728	12/31/2002
DEVX	EU	001624691	4/25/2000	001624691	3/20/2002
DEVX	USA	86/596886	10/27/1999	2373062	8/1/2000
EWEEK	EU	86/596967	6/12/2014	12980819	11/4/2014
EWEEK	USA	86/596888	3/10/2000	2495787	10/9/2001
INTERNETNEWS.COM	USA	86/596901	4/15/1997	2367161	7/11/2000
IT BUSINESS EDGE	USA	86/596902	4/9/2007	3618059	5/12/2009
JGURU	USA	86/596903	2/4/1999	2530255	1/15/2002
JGURU	USA	86/596904	2/4/1999	2559320	4/9/2002
SERVERWATCH	USA	86/596941	11/18/2010	4021875	9/6/2011
SQLCOURSE.COM	USA	86/596943	10/8/1999	2641180	10/22/2002
WEBOPEDIA	USA	86/596948	3/26/2009	3869081	11/2/2010

**Unregistered Trademarks and Service Marks**

**Pending Trademark or Service Mark Applications**

Trademark or Service Mark      Application Number      Application Date