

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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|---------------------------|---|----------------|---------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Specific Media LLC | | 06/13/2013 | LIMITED LIABILITY COMPANY: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Vindico LLC | | |
| Street Address: | 4 Park Plaza | | |
| Internal Address: | Suite 1500 | | |
| City: | Irvine | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 92614 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4342979 | ADML | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8602860115 | | |
| | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | (860)286-2929 | | |
| Email: | TM-CT@cantorcolburn.com | | |
| Correspondent Name: | Jamie E. Platkin | | |
| Address Line 1: | Cantor Colburn LLP | | |
| Address Line 2: | 20 Church Street, 22nd Floor | | |
| Address Line 4: | Hartford, CONNECTICUT 06103-3207 | | |
| ATTORNEY DOCKET NUMBER: | SFM0030TUS | | |
| NAME OF SUBMITTER: | Jamie E. Platkin | | |

| | |
|--|--------------------|
| Signature: | /Jamie E. Platkin/ |
| Date: | 06/19/2013 |
| Total Attachments: 2 source=Assignment of Trademark ADML from Specific Media LLC to Vindico LLC#page1.tif source=Assignment of Trademark ADML from Specific Media LLC to Vindico LLC#page2.tif | |

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is entered into by and between SPECIFIC MEDIA LLC, a California Limited Liability Company having offices and its principal place of business at 4 Park Plaza, Suite 1500, Irvine, California 92614, U.S.A. (hereinafter "Assignor"), and VINDICO LLC, a Delaware Limited Liability Company having offices and its principal place of business at 4 Park Plaza, Suite 1500, Irvine, California 92614, U.S.A. (hereinafter "Assignee"), and is effective as of the 13th day of June, 2013, wherein the parties agree as follows:

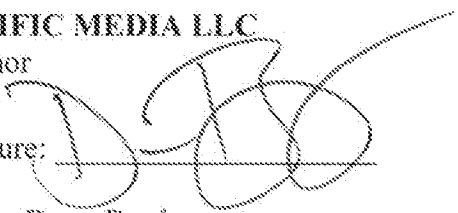
WHEREAS, Assignor has, either directly or through related entities and/or predecessors in interest, adopted and used in its business the trademark shown in the attached Schedule, and is the owner of the registration therefore with the United States Patent and Trademark Office as specified in the attached Schedule (the "Mark").

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Mark and any registration thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark along with the registration identified in the attached Schedule, together with the entire business to which the Mark pertains, and with the right to recover and have damages and profits for past infringement, if any.

SPECIFIC MEDIA LLC

Assignor

Signature: 

Name: Drew Bordages

Title: SVP, General Counsel

VINDICO LLC

Assignee

Signature: 

Name: Drew Bordages

Title: SVP, General Counsel

TRADEMARK

REEL: 005051 FRAME: 0678

SCHEDULE

| Mark | Country | Registration No. | Class |
|------|---------------|------------------|-------|
| ADML | United States | 4342979 | 42 |