

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CROWD SCIENCE, INC.		07/17/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	YUME, INC.		
Street Address:	1204 Middlefield Road		
City:	Redwood City		
State/Country:	CALIFORNIA		
Postal Code:	94063		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4254845	SHOPITUDES	
Registration Number:	4254823	CITRUS	
Registration Number:	3668944	CROWD SCIENCE	
CORRESPONDENCE DATA			
Fax Number:	6509385200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(650) 988-8500		
Email:	trademarks@fenwick.com		
Correspondent Name:	Kiran K. Belur		
Address Line 1:	801 California Street		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041-1990		
ATTORNEY DOCKET NUMBER:	27798-00070-4464		
NAME OF SUBMITTER:	Kiran K. Belur		

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Signature:	/kbelur/
Date:	07/22/2013
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is effective as of 17th July, 2013 by and between Crowd Science, Inc., a Delaware corporation, and YuMe, Inc., a Delaware corporation, both having a principal place of business at 1204 Middlefield Road, Redwood City, California 94063 ("Assignee").

WHEREAS, Assignor is the owner of various trademarks, including but not limited to those listed below ("Transferred Trademarks"), and desires to assign such trademarks to Assignee, and will do, perform and execute all documents in connection therewith;

Trademark	Country	Class	Application No.	Registration No.	Status
SHOPITUDES	US	35	85398532	4254845	Registered
CITRUS	US	42	85392439	4254823	Registered
CROWD SCIENCE and Design (color) 	US	35	77652274	3668944	Registered
CITRUS	Canada	N/A	154359700	TMA834356	Registered
SHOPITUDES	Canada	N/A	154359800	TMA834368	Registered

WHEREAS, the Assignor and the Assignee desire that such assignment of the trademarks be made a matter of record in the various trademark offices of the corresponding jurisdictions shown therein; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor does hereby assign unto Assignee all right, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to the Transferred Trademarks, together with the goodwill of the business symbolized thereby, and any and all applications and registrations thereof, including, without limitation, all claims that it might have, at law or in equity, by reason of past, present or future infringement in the said trademarks, and that portion of the business which is ongoing and existing to which the trademarks pertain.

Crowd Science, Inc. ("Assignor")

By: 
Name: Timothy Leahy
Title: CEO
Date: 07/17/13

YuMe, Inc. ("Assignee")

By: 
Name: Paul Jorini
Title: General Counsel
Date: 07/17/13