

## TRADEMARK ASSIGNMENT

Electronic 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		09/04/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	XUMO LLC		
Street Address:	4 Park Plaza, 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:	3992590	XUMO	
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:	SFM0031TUS		
NAME OF SUBMITTER:	Jamie E. Platkin		
Signature:	/Jamie E. Platkin/		

OP \$40.00 3992590

Date:

09/05/2013

Total Attachments: 2

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## 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 XUMO 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 last date written below, 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

Date: September 4, 2013

**XUMO LLC**

Assignee

Signature: 

Name: Drew Bordages

Title: SVP General Counsel

Date: September 4, 2013

**SCHEDULE**

<b>Mark</b>	<b>Country</b>	<b>Registration No.</b>	<b>Class</b>
XUMO	United States	3992590	42