

## 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
Gannett Satellite Information Network, Inc.		09/24/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Captivate, LLC		
Street Address:	2 Executive Drive, Suite 301		
City:	Chelmsford		
State/Country:	MASSACHUSETTS		
Postal Code:	01824		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	75796164	CAPTIVATE	
Serial Number:	85463449	CAPTIVATE CONCIERGE	
Serial Number:	77813807	CAPTIVATE CONNECTS	
Serial Number:	78495934	CAPTIVATE EVENTS	
Serial Number:	77850589	CAPTIVATE NETWORK	
Serial Number:	85166450	CAPTIVATE OFFICE PULSE	
Serial Number:	77214544	CAPTIVATE OFFICE TOWER NETWORK	
Serial Number:	77214533	CAPTIVATE SUBURBAN NETWORK	
Serial Number:	75752267	SCREENCENTER	
CORRESPONDENCE DATA			
Fax Number:	2128055571		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-801-9200		

CH \$240.00 75796164

Email: schlossd@gtlaw.com, nytmdkt@gtlaw.com, nairm@gtlaw.com  
Correspondent Name: Daniel I. Schloss/Greenberg Traurig, LLP  
Address Line 1: 200 Park Ave., 34th Fl.  
Address Line 4: New York, NEW YORK 10166

ATTORNEY DOCKET NUMBER:	131155.010400
NAME OF SUBMITTER:	Daniel I. Schloss
Signature:	/Daniel I. Schloss/
Date:	10/02/2013

**Total Attachments: 47**

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## INTELLECTUAL PROPERTY ASSIGNMENT

**THIS INTELLECTUAL PROPERTY ASSIGNMENT** (this “Assignment”) is executed and delivered effective as of this 25th day of September, 2013 (“Effective Date”) by GANNETT SATELLITE INFORMATION NETWORK, INC., a Delaware corporation (“Assignor”), to and in favor of CAPTIVATE, LLC, a Delaware limited liability company (“Assignee”).

### RECITALS

**WHEREAS**, Assignor has previously engaged in, and Assignee is succeeding Assignor in engaging in the business of distributing news, entertainment, financial information, weather, sports and customer advertising to a network of viewing screens located in passenger elevator cabs and lobbies of high-rise office buildings and hotels in the United States and Canada (the “Business”); and

**WHEREAS**, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all of Assignor’s right, title and interest in and to (i) (A) all intellectual property, industrial property, and proprietary rights of every kind and nature in any jurisdiction throughout the world, including all rights and interests pertaining to or deriving from: inventions, ideas, methods, patents, patent applications, trademarks (whether registered or unregistered), trademark applications, trade names, logos, fictitious business names, Internet domain names, social media or online user account names or identifiers (including for Facebook, Twitter, YouTube, and Pinterest accounts), service marks (whether registered or unregistered), service mark applications, copyrights or rights of copyright (whether registered or unregistered), copyright applications, Trade Secrets know-how, methods of operation, customer lists and customer data, systems, Software, (including source code and object code), blueprints, engineering drawings, proprietary products, technologies, proprietary rights or other intellectual property rights or intangible assets, confidential information, ideas and all other intellectual property or proprietary rights of any kind, including writings of any kind, printed or graphic matter (including all preparatory materials such as sketches, drafts, outtakes, outlines and drawings), and any video footage or other audiovisual works, images, artwork, designs, photographs, films, slides, recordings, music and mechanicals, processes and techniques, data, specifications, supplier lists, pricing and cost information, business and marketing plans and proposals, documentation and manuals, electronic, electrical and mechanical equipment and all other forms of technology, including improvements, modifications, works in process, derivatives or changes and rights of privacy and publicity, moral rights and proprietary rights of any kind or nature, all of the foregoing however denominated, throughout the world in all media now known or hereafter created, in each case, used or held for use by Assignor for the conduct of the Business; (B) any and all contractual rights and obligations relating to any of the foregoing; and (C) all claims, actions, causes of action or suits (whether in contract, tort or otherwise), litigations (whether at law or in equity, whether civil or criminal), controversies, assessments, arbitrations, investigations, hearings, charges, complaints, demands, notices or proceedings to, from, by or before any governmental authority and rights to sue at law or in equity for any past, present or future infringement or other impairment of any of the foregoing, including the right to receive all proceeds and damages therefrom, and all rights to obtain renewals, continuations, divisions or other extensions of legal protections pertaining thereto and (ii) the registered and unregistered

items of Intellectual Property identified in Schedule B attached hereto (collectively, the “Intellectual Property”).

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title, and interest in and to the Intellectual Property, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor agrees to take all further reasonable actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all such reasonable cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, use specimens, assignments, powers of attorney or other documentation), requested by Assignee to more fully effectuate the purposes of this Assignment, including, without limitations, with respect to the following: (1) the preparation and prosecution of any application for registration, or any application for renewal of a registration, relating to any of the rights assigned herein; (2) the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the Intellectual Property and this Assignment; (3) obtaining by Assignee any additional protection relating to rights assigned herein that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or any foreign country; and (4) in the implementation or perfection of this Assignment in all applicable jurisdictions throughout the world, including without limitation via separate assignments of the Intellectual Property, in whole or in part, and such other documents as may be requested by Assignee or its legal representatives or designees.

This Assignment shall be governed by and construed in accordance with the domestic laws of the State of Delaware without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction) that would cause the application of the laws of any other jurisdiction.

IN WITNESS WHEREOF, Assignor and Assignee have each caused this Assignment to be executed by their respective duly authorized representatives as of the Effective Date.

ASSIGNOR:

GANNETT SATELLITE INFORMATION NETWORK, INC., a Delaware corporation

By: [Signature]  
Name: Tom Cox  
Its: Vice President

ASSIGNEE:

CAPTIVATE, LLC a Delaware limited liability company

By: [Signature]  
Name: Tom Cox  
Its: Vice President

NOTARIAL ACKNOWLEDGEMENT

STATE OF VIRGINIA )  
COUNTY OF FAIRFAX )

SS:

On this 24<sup>th</sup> day of September 2013, before me personally appeared Tom Cox the V.P. of GANNETT SATELLITE INFORMATION NETWORK, INC., the Delaware corporation identified in the foregoing Intellectual Property Assignment, who is personally known to me and who acknowledged to me that (s)he executed the same in his/her capacity as the V.P. of GANNETT SATELLITE INFORMATION NETWORK, INC., and that by his/her signature on the instrument duly executed the instrument on behalf of said Delaware corporation.

(Notarial Seal)



[Signature]  
Notary Public

## Captive Network

Trademark/Service Marks							
Mark	Country	App. No.	Reg. No.	File Date	Reg. Date	Goods/Services Description	Status/Next Deadline
CAPTIVATE	Canada	1103760	TMA594643	05/23/2001	11/13/2003	Dissemination of advertising and news information for others via on-line electronic communications network.	Registered. Renewal due 11/13/2018
CAPTIVATE	Hong Kong	200004981	2003B05290	03/09/2000	09/09/1999	Class 35-Dissemination of information via on-line electronic communications networks about general and local news and information of interest to specific geographic areas.	Registered. Renewal due 09/09/2016
CAPTIVATE	Singapore	N/A	T00/03545C	03/07/2000	03/07/2000	Class 35- Dissemination of advertising matters, materials and data relating to advertising for others via on-line electronic communications network; dissemination of accountancy, business, commerce, data processing, marketing and recruitment information for others via on-line electronic communications network.	Registered. Renewal due 09/09/2019
CAPTIVATE	Singapore	N/A	T0100314H	01/05/2001	01/05/2001	Class 41- Provision of information in Class 41 and news on-line from a database of the global communications network.	Registered. Renewal due 01/05/2021
CAPTIVATE	United States	75/796,164	2,357,757	09/09/1999	06/13/2000	Class 35- Dissemination of advertising and news information for others via on-line electronic communications network.	Registered. Renewal due 06/13/2020

Trademark/Service Marks							
Mark	Country	App. No.	Reg. No.	File Date	Reg. Date	Goods/Services Description	Status/Next Deadline
CAPTIVATE CONCIERGE	Canada	1395381		05/13/2008		Computer software, namely scheduling application software for use in creating and manipulating message content on display monitors.	Allowed. Declaration of Use due 11/13/2013
CAPTIVATE CONCIERGE	United States	85/463,449		11/03/2011		Class 9-Computer software, namely scheduling application software for use in creating and manipulating message content on display monitors.	Allowed. Statement of Use or Extension due 11/22/2013
CAPTIVATE CONNECTS	Canada	1451057	TMA803638	09/09/2009	08/04/2011	Providing a web site that allows multiple computer users the ability to upload, store, download, and share documents.	Registered. Renewal due 08/04/2026
CAPTIVATE CONNECTS	United States	77/813,807	3,761,281	08/27/2009	03/16/2010	Class 42- Providing a web site that allows multiple computer users the ability to upload, store, download, and share documents.	Registered. Declaration of Use due 03/16/2020
CAPTIVATE EVENTS	Canada	1253900	TMA670283	04/07/2005	08/17/2006	Planning, organizing and coordinating promotional and marketing events for others.	Registered Renewal due 08/17/2021
CAPTIVATE EVENTS	United States	78/495,934	3,020,703	10/07/2004	11/29/2005	Class 35-Planning, organizing and coordinating promotional and marketing events for others.	Registered. Renewal due 11/29/2015



Trademark/Service Marks							
Mark	Country	App. No.	Reg. No.	File Date	Reg. Date	Goods/Services Description	Status/Next Deadline
CAPTIVATE NETWORK	United States	77/850,589	3,875,744	10/16/2009	11/16/2010	Class 35- Dissemination of advertising and promotional materials via the Internet and other electronic communications networks; planning, organizing and coordinating promotional and marketing events and solutions for others.  Class 41- Providing online current event news and information.	Registered. Declaration of Use due 11/16/2016
CAPTIVATE OFFICE PULSE	United States	85/166,450	4,126,348	11/01/2010	04/10/2012	Class 35- Dissemination of advertising and promotional materials via the Internet and other electronic communications networks; planning, organizing and coordinating promotional and marketing events and solutions for others.  Class 41- Providing online current event news and information.	Registered. Declaration of Use due 04/10/2018
CAPTIVATE OFFICE TOWER NETWORK	Canada	1353276	TMA766648	06/26/2007	05/12/2010	Dissemination of advertising and news information for others via an online electronic communications network; providing information namely, general news, local news, and entertainment news via an online electronic communications network.	Registered. Renewal due 05/12/2025

Trademark/Service Marks							
Mark	Country	App. No.	Reg. No.	File Date	Reg. Date	Goods/Services Description	Status/Next Deadline
CAPTIVATE OFFICE TOWER NETWORK	United States	77/214,544	3,719,060	06/25/2007	12/01/2009	<p>Class 35-Dissemination of advertising information for others via an online electronic communications network; providing information in the nature of general business news via an online electronic communications network.</p> <p>Class 36-Providing information in the nature of general financial news via an online electronic communications network.</p> <p>Class 38-Dissemination, namely, transmission of news information for others via an online electronic communications network.</p> <p>Class 41-Providing information in the nature of current event local news, historical local news, and entertainment news via an online electronic communications network.</p>	Registered. Declaration of Use due 12/01/2015
CAPTIVATE SUBURBAN NETWORK	Canada	1353277	TMA766647	06/26/2007	05/12/2010	Dissemination of advertising and news information for others via an online electronic communications network; providing information namely, general news, local news, and entertainment news via an online electronic communications network.	Registered. Renewal due 05/12/2025

Trademark/Service Marks							
Mark	Country	App. No.	Reg. No.	File Date	Reg. Date	Goods/Services Description	Status/Next Deadline
CAPTIVATE SUBURBAN NETWORK	United States	77/214,533	3,719,059	06/25/2007	12/01/2009	<p>Class 35-Dissemination of advertising information for others via an online electronic communications network; providing information in the nature of general business news via an online electronic communications network.</p> <p>Class 36-Providing information in the nature of general financial news via an online electronic communications network.</p> <p>Class 38-Dissemination, namely, transmission of news information for others via an online electronic communications network.</p> <p>Class 41-Providing information in the nature of current event local news, historical local news, and entertainment news via an online electronic communications network.</p>	Registered. Renewal due 12/01/2015
CONCRETE EVENTS	Canada	1088722	TMA579041	01/10/2001	04/04/2003	Planning, organizing and coordinating promotional and marketing events for others.	Registered. Renewal due 04/04/2018
ELEVATOR NEWS NETWORK	Canada	835295	TMA503852	02/03/1997	11/09/1998	Rental of advertising space; creating and dissemination advertising matter for others through audio-visual displays; providing space on audio-visual displays for the purpose of displaying advertisements of others, information on behalf of others or video programming on behalf of others.	Registered. Renewal due 11/09/2013

Trademark/Service Marks							
Mark	Country	App. No.	Reg. No.	File Date	Reg. Date	Goods/Services Description	Status/Next Deadline
ENN	Canada	835478	TMA488718	02/04/1997	01/30/1998	Rental of advertising space; creating and disseminating advertising matter for others through audio-visual displays; providing space on audio-visual displays for the purpose of displaying advertisements of others, information on behalf of others or video programming on behalf of others.	Registered. Renewal due 01/30/2028
ENN ELEVATOR NEWS NETWORK and DESIGN	Canada	847506	TMA508555	06/10/1997	02/26/1999	Rental of advertising space; creating and disseminating advertising matter for others through audio-visual displays; providing space on audio-visual displays for the purpose of displaying advertisements of others, information on behalf of others or video programming on behalf of others.	Registered. Renewal due 02/26/2014
MISCELLANEOUS DESIGN (Eye)	Canada	1110172	TMA602887	07/20/2001	02/20/2004	Dissemination of advertising and news information for others via on-line electronic communications network. Computer services, namely providing databases featuring general and local news and information of interest to specific geographic areas.	Registered. Renewal due 02/20/2019
MISCELLANEOUS DESIGN (Eye)	Hong Kong	200111289	200211727	07/16/2001	01/30/2001	Class 35-Computer services; provision of access to computer databases featuring general and local news and information of interest to specific geographical area.	Registered. Renewal due 01/30/2018

Trademark/Service Marks							
Mark	Country	App. No.	Reg. No.	File Date	Reg. Date	Goods/Services Description	Status/Next Deadline
MISCELLANEOUS DESIGN (Eye)	Hong Kong	200111290	200211728	07/16/2001	01/30/2001	Class 35-Dissemination of advertising information and data for others via an on-line electronic communication network.	Registered. Renewal due 01/30/2018
SCREENCENTER	Canada	1390976	TMA745,918	04/11/2008	08/21/2009	Computer software, namely scheduling application software for use in creating and manipulating message content on display monitors.	Registered. Renewal due 08/21/2024
SCREENCENTER	United States	75/752,267	2,416,584	07/15/1999	12/26/2000	Class 9-Computer software, namely scheduling application software for use in creating and manipulating message content on display monitors.	Registered. Renewal due 12/26/2020
TURN DAY TIME INTO PRIME TIME	Canada	1105441	TMA597953	06/06/2001	12/17/2003	Provision of advertising and/or promotional services through print and electronic mediums, namely rental of advertising space, creating and disseminating advertising matter for others through audio-visual displays; providing space on audio-visual displays for the purpose of displaying advertisements of others, information on behalf of others, or video programming on behalf of others; providing databases and preparing audio-visual displays featuring general and local news, traffic reports, business news, entertainment news and information, weather reports, tenant information and information of interest to specific geographic areas.	Registered. Renewal due 12/17/2018