

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM311561

<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>
MDIALOG CORPORATION		07/18/2014	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Google Inc.		
<b>Street Address:</b>	1600 Amphitheatre Parkway		
<b>City:</b>	Mountain View		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94043		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86018570	ADDIALOG	
<b>Serial Number:</b>	77300950	MDIALOG	
<b>Serial Number:</b>	77300998	M DIALOG	
<b>Serial Number:</b>	85555230	SMART STREAM	
<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>	6502530000		
<b>Email:</b>	tmdocketing@google.com		
<b>Correspondent Name:</b>	Gavin Charlston		
<b>Address Line 1:</b>	1600 Amphitheatre Parkway		
<b>Address Line 4:</b>	Mountain View, CALIFORNIA 94043		
<b>NAME OF SUBMITTER:</b>	Gavin Charlston		
<b>SIGNATURE:</b>	/GLC/		
<b>DATE SIGNED:</b>	07/23/2014		
<b>Total Attachments: 3</b>			
source=mDialog trademark assignment - signed#page1.tif			
source=mDialog trademark assignment - signed#page2.tif			
source=mDialog trademark assignment - signed#page3.tif			

CH \$115.00 86018570

## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 18th day of June, 2014 by and between mDialog Corporation (hereinafter "Assignor"), a company incorporated under the laws of Ontario, Canada, and Google Inc. ("Assignee"), a Delaware corporation having its place of business at 1600 Amphitheatre Parkway, Mountain View, California, 94043 USA.

WHEREAS, Assignor is the owner of the trademarks set forth in Schedule A attached hereto and incorporated herewith, and all other rights appurtenant, including, but not limited to, common law rights, title and interest, trade name rights and the right to recover for past infringement, in the United States of America, Canada, and all other countries and jurisdictions of the world, in and to said trademarks and any applications and registrations thereof, including any intent-to-use applications (hereinafter collectively referred to as the "Trademarks");

WHEREAS, for the Trademarks in use, Assignor has adopted, used, is using and has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, for the Trademarks not in use, Assignor has intent to use the Trademarks in connection with Assignor's existing and ongoing business, or portion thereof to which the Trademarks pertain, and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademarks worldwide; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide;

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide, together with (i) the goodwill symbolized by said Trademarks, (ii) the business or portion of the business to which the Trademarks pertain, (iii) all registrations and applications (including intent-to-use applications) for the Trademarks, (iv) all income, royalties, damages and payments in respect of the Trademarks, and (v) all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for infringement of the Trademarks.

Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. Assignor hereby appoints Assignee's in-house trademark counsel as Assignor's attorney-in-fact to execute all documents on behalf of Assignor and its employees for this limited purpose.

Executed at Mountain View, California, this 18 day of July, 2014.

MDIALOG CORPORATION

By: 

Name: Kenneth Yi  
Title: Director, President, and Secretary  
Date: July 18, 2014

GOOGLE INC.

By: 

Name: Gavin Charlston  
Title: Trademark Counsel  
Date: July 18, 2014

## SCHEDULE A

### Trademark Applications & Registrations:

Trademark	Country	Application No.	Application Date	Registration No.	Registration Date	Status	Class
IT'S NOT VIDEO, IT'S LIFE	Canada	1365282	9/26/2007	TMA734402	2/13/2009	Registered	38, 42
MDIALOG	Canada	1365281	9/26/2007	TMA734244	2/11/2009	Registered	38, 42
MDIALOG & Design	Canada	1365706	9/28/2007	TMA729305	11/24/2008	Registered	35, 41, 42
MDIALOG & Design	Canada	1365705	9/28/2007	TMA729900	12/2/2008	Registered	35
MDIALOGUE	Canada	1304552	6/7/2006	TMA725530	10/8/2008	Registered	38, 42
MDIALOGUE & design	Canada	1304618	6/7/2006	TMA725532	10/8/2008	Registered	9, 35, 42
MLOADER	Canada	1306950	6/27/2006	TMA709622	3/17/2008	Registered	9, 42
SMART STREAM	Canada	1565011	2/21/2012			Pending	9, 35
YOU ARE THE NETWORK	Canada	1304555	6/7/2006	TMA725531	10/8/2008	Registered	9, 42
ADDIALOG	United States of America	86018570	7/24/2013			Pending	42
MDIALOG	United States of America	77300950	10/10/2007	3949669	4/26/2011	Registered	38, 42
MDIALOG & Design	United States of America	77300998	10/10/2007	3933178	3/22/2011	Registered	38, 42
SMART STREAM	United States of America	85555230	2/28/2012			Pending	9, 42