

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323839

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cacti Acquisition LLC		11/19/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Brightcove Inc.		
Street Address:	290 Congress Street, 4th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02210		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	85915112	ONCELIVE	
Serial Number:	85915121	ONCEUX	
Serial Number:	85915105	ONCEVOD	
Registration Number:	3958779	SMART SYNDICATION TECHNOLOGY	
Serial Number:	77842818	UMEDIA	
Serial Number:	77842835	UMEDIA	
Registration Number:	4246609	UNICORN ONCE	
Registration Number:	3948658	UNICORNMEDIA	
Registration Number:	4198851	UNICORNMEDIA	
CORRESPONDENCE DATA			
Fax Number:	3035714321		
<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>			
Phone:	303-571-4000		
Email:	denverteas@kilpatricktownsend.com		
Correspondent Name:	Kilpatrick Townsend & Stockton LLP		
Address Line 1:	1400 Wewatta Street, Suite 600		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	92853-787053		

OP \$240.00 85915112

NAME OF SUBMITTER:	Daniel I. Ackerman
SIGNATURE:	/Daniel I. Ackerman/
DATE SIGNED:	11/20/2014
Total Attachments: 2 source=Assignment from Cacti Acquisition to Brightcove (11-19-2014)#page1.tif source=Assignment from Cacti Acquisition to Brightcove (11-19-2014)#page2.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") was made by and between Cacti Acquisition LLC, a limited liability company formed and existing under the laws of Delaware, and having an address at 290 Congress Street, 4th Floor, Boston, Massachusetts 02210, USA ("ASSIGNOR"), and Brightcove Inc., a corporation organized under the laws of Delaware, and having a business address at 290 Congress Street, 4th Floor, Boston, Massachusetts 02210, USA ("ASSIGNEE"), effective as of Nov. 19, 2014, as follows:

RECITALS

WHEREAS, ASSIGNOR has adopted and used or otherwise owns the trademarks set forth in SCHEDULE A attached hereto and made a part hereof, said trademarks, including all registrations and applications for registration thereof and all rights to sue and recover for past infringement thereof, and all goodwill associated therewith, being collectively referred to herein as the "ASSIGNED TRADEMARKS"; and

WHEREAS, ASSIGNEE and ASSIGNOR wish to transfer record title of the ASSIGNED TRADEMARKS and to execute a document suitable for recordation in the United States Patent and Trademark Office and other trademark offices worldwide;

NOW THEREFORE, for good and valuable consideration, which ASSIGNOR confirms it already has received, ASSIGNOR does grant, assign, transfer, convey and deliver to ASSIGNEE all of ASSIGNOR's right, title, and interest in, to, and under the ASSIGNED TRADEMARKS throughout the world, together with the goodwill of the business in connection with which the ASSIGNED TRADEMARKS have been used in the United States or any other countries.

IN TESTIMONY WHEREOF, this Assignment is executed as of the dates set forth below.

For Assignor: Cacti Acquisition LLC

For Assignee: Brightcove Inc.

[Signature] _____
Signature Date 11/19/2014

[Signature] _____
Signature Date 11/19/2014

Christophe Stojanovic
Name

Christophe Stojanovic
Name

Title: VP, CAO

Title: VP, CAO

SCHEDULE A

Country	Trademark	Reg. No./Serial No.	Classes
US	ONCELIVE	85915112	35, 38, 41
US	ONCEUX	85915121	35, 38, 41
US	ONCEVOD	85915105	35, 38, 41
US	SMART SYNDICATION TECHNOLOGY	3958779	38
US	UMEDIA	77842818	38
US	UMEDIA	77842835	42
US	UNICORN ONCE	4246609	35, 38, 41
US	UNICORNMEDIA	3948658	42
US	UNICORNMEDIA	4198851	35
EU	ONCELIVE	012250213	35, 38, 41
EU	ONCEUX	012250262	35, 38, 41
EU	ONCEVOD	012250155	35, 38, 41

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