

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM333930

<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>
Flurry, Inc.		03/03/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Yahoo! Inc.		
<b>Street Address:</b>	701 1st Avenue		
<b>City:</b>	Sunnyvale		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94089		
<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>	85488956	APPCIRCLE	
<b>Registration Number:</b>	4564584		
<b>Registration Number:</b>	4584849	FLURRY	
<b>Registration Number:</b>	4584848	FLURRY ANALYTICS	
<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>	408-349-3300		
<b>Email:</b>	tmbox@yahoo-inc.com		
<b>Correspondent Name:</b>	Shannon Mo		
<b>Address Line 1:</b>	701 1st Avenue		
<b>Address Line 4:</b>	Sunnyvale, CALIFORNIA 94089		
<b>NAME OF SUBMITTER:</b>	Shannon Mo - Yahoo! Inc.		
<b>SIGNATURE:</b>	/Shannon Mo/		
<b>DATE SIGNED:</b>	03/03/2015		
<b>Total Attachments: 4</b>			
source=Trademark Assignment Agreement - Flurry to Yahoo - signed 3-Mar-2015#page1.tif			
source=Trademark Assignment Agreement - Flurry to Yahoo - signed 3-Mar-2015#page2.tif			
source=Trademark Assignment Agreement - Flurry to Yahoo - signed 3-Mar-2015#page3.tif			

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## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into as of March 3, 2015 by and between Flurry, Inc., a Delaware Corporation (the "Company"), and Yahoo! Inc., a Delaware Corporation ("Yahoo").

WHEREAS, Yahoo and the Company have entered into that certain Agreement and Plan of Merger, dated as of August 25, 2014 (the "Merger Agreement"), pursuant to which the Company has agreed to merge entirely into a wholly-owned subsidiary of Yahoo (such merger, the "Merger").

WHEREAS, the Company has adopted, used and is the owner of certain trademarks and service marks, together with any associated registrations and applications including, without limitation, those listed in Exhibit 1 of this Assignment (the "Trademarks"); and

WHEREAS, following the consummation of the Merger, the Company desires to assign to Yahoo, and Yahoo desires to receive, all of the Company's right, title and interest in and to the Trademarks.

NOW, THEREFORE, pursuant to the Merger Agreement, and for good and valuable consideration given and received, the receipt and legal sufficiency of which is hereby acknowledged, the Company and Yahoo agree as follows:

The Company hereby:

- (A) transfers, conveys and assigns to Yahoo all right, title and interest throughout the world in and to the Trademarks, together with (1) all goodwill associated with any of the Trademarks, (2) all national, foreign and state registrations, applications for registration and renewals and extensions thereof, (3) all common law rights related thereto, and (4) all benefits, privileges, causes of action and remedies relating to any of the foregoing, whether before or hereafter accrued, including the right to sue for any past, present or future infringement, dilution or violation of any of the Trademarks, to seek equitable relief with respect to any of the Trademarks and to settle and retain proceeds from any such actions and any current or future right to receive royalties based on any of the foregoing;
- (B) agrees, without further compensation, upon request of Yahoo (or its successors, assigns or legal representatives) to:
  - (1) execute any and all oaths, assignments, powers and any other papers;
  - (2) testify in any and all proceedings; and
  - (3) otherwise take any and all actions, and fully cooperate with Yahoo; in each case, as may be necessary or appropriate, in the opinion of Yahoo, to convey, establish, evidence, maintain, defend and enforce Yahoo's rights in the Trademarks or otherwise related to securing and enforcing Yahoo's rights under this Assignment; and the Company hereby irrevocably appoints Yahoo and any of its officers as the Company's attorney in fact to undertake such acts in the Company's name; and
- (C) agrees to deliver to Yahoo accurate copies of all material correspondence with counsel, in the Company's or its counsel's possession, relating to ownership, filing, prosecution, infringement, validity, or enforceability of, the Trademarks, to the extent such has not already been delivered.

For Flurry, Inc., by:

Ronald S. Bell

Signature

Ronald S. Bell, Vice President and Secretary

Name

March 3, 2015

Date

Notary Seal:

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

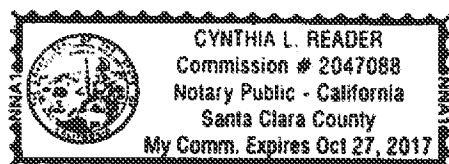
County of Santa Clara

Subscribed and sworn to (or affirmed) before me this 3rd day

of March, 2015, by Ronald S. Bell

\_\_\_\_\_, proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

Signature R. Bell (Seal)



For Yahoo! Inc., by:

Ronald S. Bell

Signature

Ronald S. Bell, General Counsel and Secretary

Name

March 3, 2015

Date

Notary Seal:

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

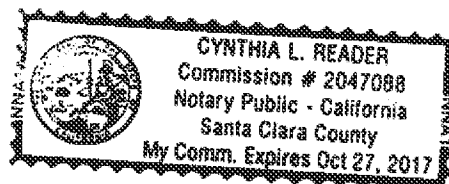
County of Santa Clara

Subscribed and sworn to (or affirmed) before me this 3rd day

of March, 2015, by Ronald S. Bell

\_\_\_\_\_, proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.


Signature R. Bell (Seal)



[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

TRADEMARK  
REEL: 005470 FRAME: 0608

**EXHIBIT 1**

Trademark	Country	Appln No Appln Date	Reg No Reg Date	Class(es)
APPCIRCLE	Australia (IB)	1126091 4-Jan-2012	1126091 4-Jan-2012	9, 35, 42
APPCIRCLE	Canada	1562656 6-Feb-2012		N/A
APPCIRCLE	China (IB)	1126091 4-Jan-2012	1126091 4-Jan-2012	9, 35, 42
APPCIRCLE	CTM	010556728 12-Jan-2012	010556728 23-Aug-2012	9, 35, 42
APPCIRCLE	Japan (IB)	1126091 4-Jan-2012	1126091 4-Jan-2012	9, 35, 42
APPCIRCLE	South Korea (IB)	1126091 4-Jan-2012	1126091 4-Jan-2012	9, 35, 42
APPCIRCLE	United States	85/488,956 7-Dec-2011		9, 35, 42
APPCIRCLE	WIPO	1126091 4-Jan-2012	1126091 4-Jan-2012	9, 35, 42
Circle Design 	Australia (IB)	1123901 4-Jan-2012	1123901 4-Jan-2012	9, 35, 42
Circle Design 	Canada	1562655 6-Feb-2012		N/A
Circle Design 	China (IB)	1123901 4-Jan-2012	1123901 4-Jan-2012	9, 35, 42
Circle Design 	CTM	010556711 12-Jan-2012	010556711 23-Aug-2012	9, 35, 42
Circle Design 	Japan (IB)	1123901 4-Jan-2012	1123901 4-Jan-2012	9, 35, 42
Circle Design 	South Korea (IB)	1123901 4-Jan-2012	1123901 4-Jan-2012	9, 35, 42
Circle Design 	United States	85/492,134 9-Dec-2011	4,564,584 8-Jul-2014	9, 35, 42
Circle Design 	WIPO	1123901 4-Jan-2012	1123901 4-Jan-2012	9, 35, 42
FLURRY	Australia (IB)	1126092 4-Jan-2012	1126092 4-Jan-2012	9, 35, 42

Trademark	Country	Appln No Appln Date	Reg No Reg Date	Class(es)
FLURRY	Canada	1562658 6-Feb-2012		N/A
FLURRY	China (IB)	1126092 4-Jan-2012	1126092 4-Jan-2012	9, 35, 42
FLURRY	CTM	010556744 12-Jan-2012	010556744 23-Aug-2012	9, 35, 42
FLURRY	Japan (IB)	1126092 4-Jan-2012	1126092 4-Jan-2012	9, 35, 42
FLURRY	South Korea (IB)	1126092 4-Jan-2012	1126092 4-Jan-2012	9, 35, 42
FLURRY	United States	85/488,958 7-Dec-2011	4,584,849 12-Aug-2014	9, 35, 42
FLURRY	WIPO	1126092 4-Jan-2012	1126092 4-Jan-2012	9, 35, 42
FLURRY ANALYTICS	Australia (IB)	1131504 4-Jan-2012	1131504 4-Jan-2012	9, 35, 42
FLURRY ANALYTICS	Canada	1562659 6-Feb-2012		N/A
FLURRY ANALYTICS	China (IB)	1131504 4-Jan-2012	1131504 4-Jan-2012	9, 35, 42
FLURRY ANALYTICS	CTM	010556777 12-Jan-2012	010556777 23-Aug-2012	9, 35, 42
FLURRY ANALYTICS	Japan (IB)	1131504 4-Jan-2012	1131504 4-Jan-2012	9, 35, 42
FLURRY ANALYTICS	South Korea (IB)	1131504 4-Jan-2012	1131504 4-Jan-2012	9, 35, 42
FLURRY ANALYTICS	United States	85/488,957 7-Dec-2011	4,584,848 12-Aug-2014	9, 35, 42
FLURRY ANALYTICS	WIPO	1131504 4-Jan-2012	1131504 4-Jan-2012	9, 35, 42