

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM344418

<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>
Warner Bros. Entertainment Inc.		05/05/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Global Digital Media Xchange Inc.		
<b>Street Address:</b>	2400 West Empire Avenue		
<b>Internal Address:</b>	2nd Floor		
<b>City:</b>	Burbank		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91504		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3009373	GLOBAL DIGITAL MEDIA XCHANGE	
<b>Registration Number:</b>	3009374	GLOBAL DIGITAL MEDIA XCHANGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3036293450		
<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>	303-629-3400		
<b>Email:</b>	docketing-dv@dorsey.com		
<b>Correspondent Name:</b>	Dorsey & Whitney LLP		
<b>Address Line 1:</b>	1400 Wewatta Street, Suite 400		
<b>Address Line 2:</b>	IP Department		
<b>Address Line 4:</b>	Denver, COLORADO 80202-5549		
<b>ATTORNEY DOCKET NUMBER:</b>	T254166/7 499770.81		
<b>NAME OF SUBMITTER:</b>	Charlene M. Krogh		
<b>SIGNATURE:</b>	/cmk2112/		
<b>DATE SIGNED:</b>	06/12/2015		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is effective as of May 5, 2015 (the "Effective Date"), by and between Warner Bros. Entertainment Inc., a Delaware corporation (the "Assignor"), and Global Digital Media Xchange Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignee desires to acquire from Assignor, and Assignor desires to transfer to Assignee, rights to certain trademarks held by Assignor;

NOW, THEREFORE, in consideration of the mutual agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns, transfers and conveys to Assignee all of its right, title and interest in and to the trademarks set forth on Schedule A hereto, together with (i) all related common-law rights and the goodwill of the business associated therewith or symbolized thereby; (ii) the right to file for and obtain registrations for any of the foregoing; and (iii) the right to bring an action at law or in equity for any infringement, dilution or other unauthorized use of the foregoing prior to the Effective Date and to collect all damages and proceeds therefrom (the foregoing, collectively, "Assigned Marks"). Assignee shall hold all right, title and interest in and to the Assigned Marks as fully and exclusively as same would have been held and enjoyed by Assignor had the above assignment not been made.

2. At Assignee's request and expense, Assignor will take such further actions and execute promptly such further documents as are necessary or desirable to transfer, vest, record and perfect good, valid and marketable title to and rights in the Assigned Marks in Assignee. Assignor hereby authorizes Assignee to request the relevant registrars, registries and government entities and offices to record this Assignment and take all other necessary and desirable actions to further the intents and purposes of the Assignment.

3. This Assignment shall be governed by and construed in accordance with the laws of the State of Delaware.

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**WARNER BROS. ENTERTAINMENT  
INC.**

By: *Daniel P. Weinberger*  
Name: Daniel P. Weinberger  
Title: Vice President and Assistant Secretary

**GLOBAL DIGITAL MEDIA XCHANGE  
INC.**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

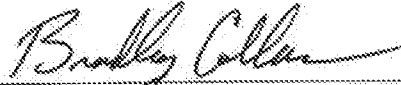
SIGNATURE PAGE TO TRADEMARK ASSIGNMENT

**TRADEMARK  
REEL: 005551 FRAME: 0129**

**WARNER BROS. ENTERTAINMENT  
INC.**

By: \_\_\_\_\_  
Name:  
Title:

**GLOBAL DIGITAL MEDIA XCHANGE  
INC.**

By:   
Name: Bradley D. Collar  
Title: Senior Vice President & General  
Manager

SIGNATURE PAGE TO TRADEMARK ASSIGNMENT

**TRADEMARK  
REEL: 005551 FRAME: 0130**

**SCHEDULE A**

Global Digital Media Xchange Logo - U.S. Reg. No. 3009373

Global Digital Media Xchange Logo - U.S. Reg. No. 3009374