

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM350272

<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>
MaxPoint Interactive, Inc		08/04/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ShareThis, Inc.		
<b>Street Address:</b>	4009 Miranda Avenue		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	Palo Alto		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94304		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85329126	SHAREMAX	
<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>	2122069399		
<b>Email:</b>	bill@wrsamuelslaw.com		
<b>Correspondent Name:</b>	William R. Samuels		
<b>Address Line 1:</b>	280 Madison Avenue		
<b>Address Line 2:</b>	Suite 600		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	William R. Samuels		
<b>SIGNATURE:</b>	/William R. Samuels/		
<b>DATE SIGNED:</b>	08/04/2015		
<b>Total Attachments: 1</b>			
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OP \$40.00 85329126

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, MaxPoint Interactive, Inc., a Delaware Corporation located at 3020 Carrington Mill Blvd, Suite 300 Morrisville, North Carolina 27560 ("Assignor"), has adopted, owns and is using the mark "SHAREMAX" ("the Mark") in connection with various goods and/or services;

WHEREAS, Assignor owns the following United States federal Application for the Mark on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein:

Trademark	Application Serial No.	Application Date
SHAREMAX	85/329,126	May 24, 2011

WHEREAS, Assignor has submitted a Statement of Use of the Mark on May 12, 2015, and was accepted by the USPTO on June 12, 2015;

WHEREAS, ShareThis, Inc., an Delaware Corporation located at 4009 Miranda Ave., Suite 200 Palo Alto, California 94304 ("Assignee"), desires to acquire the Mark and the above-referenced Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

MaxPoint Interactive, Inc.

By: [Signature]  
 Name: [Signature]  
 Title: [Signature]

Dated effective as of: August 4, 2015

SUBSCRIBED and SWORN to before me this 4<sup>th</sup> day of August 2015

[Signature] Notary Public My Commission Expires: 8/25/2018

