

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356591

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UserEvents Inc.		01/17/2014	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	LiveOps Cloud Platform, LLC		
Street Address:	555 Twin Dolphin Drive		
City:	Redwood City		
State/Country:	CALIFORNIA		
Postal Code:	94065		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4493385	CXENGAGE	
CORRESPONDENCE DATA			
Fax Number:	6199232967		
<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:	(619) 744-2219		
Email:	mhdonovan@duanemorris.com		
Correspondent Name:	Michelle Hon Donovan		
Address Line 1:	750 B Street, Suite 2900		
Address Line 4:	San Diego, CALIFORNIA 92101-4681		
ATTORNEY DOCKET NUMBER:	LIVEOP CLOUD PLATFORM		
NAME OF SUBMITTER:	Patricia Picou Green, Paralegal		
SIGNATURE:	/Patricia Picou Green/		
DATE SIGNED:	09/28/2015		
Total Attachments: 4			
source=LiveOps Cloud Platform - TM Assignment Doc#page1.tif			
source=LiveOps Cloud Platform - TM Assignment Doc#page2.tif			
source=LiveOps Cloud Platform - TM Assignment Doc#page3.tif			
source=LiveOps Cloud Platform - TM Assignment Doc#page4.tif			

CH \$40.00 4493385

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 17th day of January, 2014, by and between UserEvents Inc., a company duly incorporated under the laws of New Brunswick, Canada ("Assignor"), and LiveOps Cloud Platform, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks trade names, and applications and registrations therefor, set forth on Exhibit A attached hereto and incorporated herein by reference (the "Marks");

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"), pursuant to which Assignor has agreed to transfer, sell and convey to Assignee certain of the assets of Assignor, including the Marks and the goodwill of the business symbolized thereby;

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby; and

WHEREAS, the execution and delivery of this Assignment is a condition to Closing under the Purchase Agreement.

NOW, THEREFORE, in consideration of the premises set forth above and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith, and all rights of renewals and extensions), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement, unauthorized use or other violation of the Marks, along with the right to sue for past infringements, unauthorized uses or other violations of the Marks and collect same for Assignee's sole use and enjoyment.

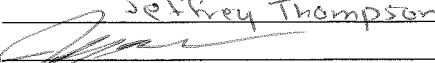
Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States, including the Registrar of Trade-marks in Canada, whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR: UserEvents Inc.

Name: Jeffrey Thompson
Signature: 
Title: President

ASSIGNEE: LiveOps Cloud Platform, LLC

Name: Mark Westover
Signature: _____
Title: SVP Corporate Development & Finance

CONFIDENTIAL
Hitesh Dhen
LiveOps
Sep 22, 2015 16:42

Signature page to Trademark Assignment

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR: UserEvents Inc.

Name: _____

Signature: _____

Title: _____

ASSIGNEE: LiveOps Cloud Platform, LLC

Name: Mark Westover

Signature: 

Title: SVP Corporate Development & Finance

CONFIDENTIAL
Hitesh Dhen
LiveOps
Sep 22, 2015 16:42

[Signature Page to Trademark Assignment]

Exhibit A

Marks

<i>Mark</i>	<i>Jurisdiction</i>	<i>File/Application No.</i>	<i>Filing Date</i>
CxEngage	US	85683856	07/23/2012

<i>Mark</i>	<i>Jurisdiction</i>	<i>Registration No.</i>	<i>Registration Date</i>
CxEngage	Canada	TMA858115	08/20/2013

CONFIDENTIAL
Hitesh Dhen
LiveOps
Sep 22, 2015 16:42

Exhibit A - Trademark Assignment