

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358977

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lyve Minds, Inc.		08/30/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Seagate Technology LLC		
Street Address:	10200 South De Anza Blvd.		
City:	Cupertino		
State/Country:	CALIFORNIA		
Postal Code:	95014		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	4744173	LYVE	
Registration Number:	4744174	LYVE	
Serial Number:	86061357	MYLYVE	
Serial Number:	86061320	MYLYVE	
Registration Number:	4701087	LYVE HOME	
Serial Number:	86123801	LYVE MINDS	
Serial Number:	86177287	LYVECAST	
Serial Number:	86177224	LYVEEVENTS	
Serial Number:	86177183	LYVEGOODS	
Serial Number:	86605567	LYVE MIX	
Serial Number:	86605562	LYVE MIX	
Serial Number:	86123800	LYVE MINDS	
CORRESPONDENCE DATA			
Fax Number:	4153918766		
<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:	415-913-4911		
Email:	trademarksf@leclairryan.com		
Correspondent Name:	Diane J. Mason		
Address Line 1:	44 Montgomery Street, Ste. 3100		

CH \$315.00 4744173

TRADEMARK

Address Line 4:	San Francisco, CALIFORNIA 94104
ATTORNEY DOCKET NUMBER:	26929.0007
NAME OF SUBMITTER:	Diane J. Mason
SIGNATURE:	/djm/
DATE SIGNED:	10/16/2015
Total Attachments: 6 source=Assignment - Lyve Minds to Seagate (Aug 30, 2015)#page1.tif source=Assignment - Lyve Minds to Seagate (Aug 30, 2015)#page2.tif source=Assignment - Lyve Minds to Seagate (Aug 30, 2015)#page3.tif source=Assignment - Lyve Minds to Seagate (Aug 30, 2015)#page4.tif source=Assignment - Lyve Minds to Seagate (Aug 30, 2015)#page5.tif source=Assignment - Lyve Minds to Seagate (Aug 30, 2015)#page6.tif	

MASTER TRADEMARK ASSIGNMENT

THIS MASTER TRADEMARK ASSIGNMENT ("Trademark Assignment") is made and entered into on August 30, 2015 by Lyve Minds, Inc., a company organized and existing under the laws of Delaware, on behalf of itself and its subsidiaries ("Assignor"), and Seagate Technology LLC, a limited liability company organized and existing under the laws of the State of Delaware ("Assignee"). Capitalized terms not otherwise defined herein shall have the meaning set forth in the Intangible Property Transfer Agreement (as defined below).

WHEREAS, Assignor and Assignee entered into an Intangible Property Transfer Agreement, dated as of August 30, 2015 (the "Intangible Property Transfer Agreement"), pursuant to which, among other things, Assignor has agreed to assign to Assignee the Trademarks.

In consideration of the foregoing and the mutual covenants and agreements contained herein and in the Intangible Property Transfer Agreement, good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, and intending to be legally bound hereby, the parties agree as follows:

1. Assigned Trademarks. The term "Assigned Trademarks" means the Trademarks, as set forth on Schedule A attached hereto, and includes trademarks, service marks, trade names, trade dresses, logos, slogans, designs, corporate names, and other indicia of source or origin, including the goodwill of the business symbolized thereby or associated therewith, all common law rights thereto, registrations and applications for registration thereof throughout the world, all rights therein provided by international treaties and conventions.
2. Assignment. Assignor hereby sells, assigns, transfers and delivers to Assignee all of Assignor's right, title and interest in and to the Assigned Trademarks.
3. No Warranties. This Trademark Assignment provides no warranties of any kind, express or implied, with respect to the Assigned Trademarks.
4. Further Assurances. Assignor will, at the request and expense of the Assignee (except for the value of the time of the Assignor's employees), use its commercially reasonable efforts to do all lawful acts that are necessary for evidencing, maintaining, recording and perfecting the Assignee's rights to any Assigned Trademarks. In addition, and without limiting and not in lieu of the preceding sentence, Assignor shall complete, as soon as practicable after the Closing as agreed by the parties, any necessary re-execution and notarization and other procedural steps to be taken by the Assignor to render Trademark assignments suitable for filing in each jurisdiction in which such Assigned Trademarks have been filed or recorded.
5. Successors and Assigns. This Trademark Assignment will apply to, be binding in all respects upon and inure to the benefit of the successors and permitted assigns of the parties.
6. Severability. If any provision of this Trademark Assignment is held invalid or unenforceable by any court of competent jurisdiction, the other provisions of this

Trademark Assignment will remain in full force and effect. Any provision of this Trademark Assignment held invalid or unenforceable only in part or degree will remain in full force and effect to the extent not held invalid or unenforceable.

7. Governing Law. This Trademark Assignment shall be construed in accordance with, and governed in all respects by, the internal laws of the State of California (without giving effect to principles of conflicts of laws). The parties hereto hereby declare that it is their intention that this Trademark Assignment shall be regarded as made under the laws of the State of California and that the laws of said State shall be applied in interpreting its provisions in all cases where legal interpretation shall be required. Each of the parties hereto agrees that this Trademark Assignment has been entered into by the parties hereto in express reliance upon 6 Del. C. § 2708.

8. Counterparts. This Trademark Assignment may be executed in several counterparts, each of which shall be deemed an original and all of which shall constitute one and the same instrument, and shall become effective when counterparts have been signed by each of the parties and delivered to the other parties; it being understood that all parties need not sign the same counterparts.

9. Precedence. Those trademark assignments executed and delivered to Assignee purporting to assign any Assigned Trademarks in a particular Trademark jurisdiction (the "Jurisdiction Specific Trademark Assignment(s)") are solely for registration or recordation purposes. The Intangible Property Transfer Agreement shall take precedence over this Trademark Assignment and/or any Jurisdiction Specific Trademark Assignment; and this Trademark Assignment shall take precedence over any Jurisdiction Specific Trademark Assignment. In the event of any difference, discrepancy or conflict between any term or condition in the Intangible Property Transfer Agreement and any term or condition in this Trademark Assignment or in any Jurisdiction Specific Trademark Assignment, the terms and conditions of the Intangible Property Transfer Agreement shall prevail and govern. In the event of any difference, discrepancy or conflict between any term or condition in this Trademark Assignment and any term or condition in any Jurisdiction Specific Trademark Assignment, the terms and conditions of this Trademark Assignment shall prevail and govern.

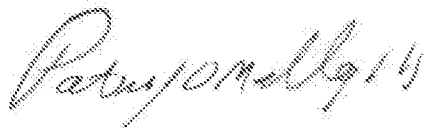
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IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed as of the date first written above by their respective officers thereunto duly authorized.

ASSIGNOR:

Lyve Minds, Inc.

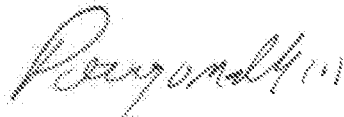
By:


Name: Patrick J. O'Malley, III
Title: President and Treasurer
Date: 8/30/2015

ASSIGNEE:

Seagate Technology LLC

By:


Name: Patrick J. O'Malley, III
Title: CFO and EVP
Date: 8/30/2015

SCHEDULE A

00060633.0

TRADEMARK
REEL: 005651 FRAME: 0486

Trademark Name	Country	Application Submitted	Registration Info (Class, Reg.#., Issue Date)
Lyve	US	✓	Int. Cl. : 9, Reg. No. 4,744,173, May 26, 2015, Int. Cl.: 38, Reg. No. 4,744,174, May 26, 2015
	Singapore	✓	Cl. 9, 38, Reg. No. T1408636E, Dec. 31, 2014
	Taiwan	✓	Cl. 9, 38, Reg. No. 1686177, Jan. 1, 2015
	Japan	✓	Cl. 9, 38, Reg. No. 5740608, Feb. 13, 2015
	China	✓	Cl. 9 Reg. No. 14648652 Cl. 38 Reg. No. 14648653 (Pending)
	UK	To File	
	France	To File	
	Germany	To File	
	Canada	To File	
MyLyve	US	✓	
	Singapore	✓	Cl. 9, 38, Reg. No. T1408637C, Dec. 31, 2014
	Taiwan	✓	Cl. 9, 38, Reg. No. 1686178, Jan. 1, 2015
	Japan	✓	Cl. 9, 38, Reg. No. 5740609, Feb. 13, 2015
	China	✓	Cl. 9 Reg. No. 14648654 Cl. 38 Reg. No. 14648655
	UK	To File	
	France	To File	
	Germany	To File	
	Canada	To File	
LyveHome	US	✓	
	Singapore	✓	Cl. 9, 38, 42, Reg. No. T1408639Z, (Jun. 24, 2015)
	Taiwan	✓	Cl. 9, 38, 42, Reg. No. 103033291, (Pending)
	Japan	✓	Cl. 9, 38, 42, Reg. No. 5731045, Jan. 9, 2015
	China	✓	Cl. 9 Reg. No. 14648656 Cl. 38 Reg. No. 14648657 Cl. 42 Reg. No. 14648658 (Pending)
Lyve Minds	US	✓	
LyveCast	US	✓	
Lyve Mix	US	Preparing	
Lyve Cut	US	To File	
Lyve Cloud	US	To File	

Trademark Name	Country	Application Submitted	Registration Info (Class, Reg.#., Issue Date)
LyveEvents	US	✓	
LyveGoods	US	✓	
Abandoned Trademarks			
Lyve Memories	US	✓	
LyveLink	US	✓	
LyveSync	US	✓	
Live It.Love It.Lyve It.	US	✓	
Lyve It	US	✓	
UrLyve	US	✓	
UBA	US	✓	
YUBA	US	✓	
Yoop	US	✓	
Allov	US	✓	
Alluv	US	✓	
LyveVault	US	✓	
LyveTransit	US	✓	
Creation Data Center	US	✓	
Personal Data Center	US	✓	
Home Data Center	US	✓	
Dynamic Storage	US	✓	
Data Fabric	US	✓	
Data Mesh	US	✓	
Dynamic Data	US	✓	
Mobile Data Center Management	US	✓	