

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM360668

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mixaroo, Inc. (d/b/a Boxfish)		10/14/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Comcast Corporation		
Street Address:	1701 John F Kennedy Blvd		
Internal Address:	One Comcast Center		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19103-2838		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4632448	WE MAKE TV RELEVANT	
Registration Number:	4127206	THE INDEX OF TELEVISION	
CORRESPONDENCE DATA			
Fax Number:	2152868508		
<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:	2152863177		
Email:	jane_roberts@comcast.com		
Correspondent Name:	Jane D Roberts		
Address Line 1:	1701 John F Kennedy Blvd		
Address Line 2:	One Comcast Center		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-2838		
NAME OF SUBMITTER:	Mindy Schwartz		
SIGNATURE:	/Mindy Schwartz/		
DATE SIGNED:	10/30/2015		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT ("Assignment") is entered into as of the Effective Date set forth below by and between Mixaroo, Inc. (d/b/a Boxfish) ("Assignor"), and Comcast Corporation, a Pennsylvania corporation ("Assignee").

WITNESSETH:

WHEREAS, Assignor and Comcast Cable Communications Management, LLC ("CCCM"), a wholly-owned subsidiary of Assignee, have entered into an Asset Purchase Agreement dated October 14, 2015 (the "Agreement") providing for, among other things, the assignment transfer and conveyance by Assignor to CCCM (or its nominee) of all rights, title and interest in and to certain service marks that are the subject of one or more registrations with the United States Patent and Trademark Office, namely those registrations filed with the United States Patent and Trademark Office as set forth on Exhibit A attached hereto (the "Trademarks");

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby irrevocably assigns, transfers and conveys to Assignee any and all right, title and interest that Assignor has or may have in and to the Trademarks, the registrations therefor and the goodwill associated with and symbolized by the Trademarks, and all claims for damages by reason of past infringement of the Trademarks with the right to sue for and collect damages.

2. Assignor agrees to execute and deliver at a future date any and all further acts, conveyances, transfers, assignments, instruments and assurances, without compensation, as the Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Trademarks and any registrations or applications therefor or to evidence the full and effective implementation and consummation of the assignment of such marks and any registrations therefor.

3. This Assignment may be executed in one or more counterparts, each of which shall constitute an original and all of which taken together shall constitute one and the same Assignment. A facsimile of an original signature shall be deemed an original signature.

IN WITNESS WHEREOF, each party has executed this Assignment by its duly authorized representative as of the 14th of October, 2015 (the "Effective Date").

ASSIGNOR:

MIXAROO, INC. (D/B/A BOXFISH)

By: 

Trevor Branon
Chief Financial Officer

Dated: OCTOBER 15, 2015

ASSIGNEE:

COMCAST CORPORATION

By: _____

Arthur R. Block
Executive Vice President, General Counsel
Dated:

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

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)

On 15th Oct 2019 before me, Ami M Pandit, Notary Public
Date Here Insert Name and Title of the Officer

personally appeared Trevor Branon
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature Ami M Pandit
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document
Title or Type of Document: Trademark Assignment Agreement Document Date: _____
Number of Pages: 3 Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)
Signer's Name: _____ Signer's Name: _____
 Corporate Officer -- Title(s): _____ Corporate Officer -- Title(s): _____
 Partner -- Limited General Partner -- Limited General
 Individual Attorney in Fact Individual Attorney in Fact
 Trustee Guardian or Conservator Trustee Guardian or Conservator
 Other: _____ Other: _____
Signer Is Representing: _____ Signer Is Representing: _____

IN WITNESS WHEREOF, each party has executed this Assignment by its duly authorized representative as of the 14th of October, 2015 (the "Effective Date").

ASSIGNOR:

MIXAROO, INC. (D/B/A BOXFISH)

By: _____

Trevor Branon
Chief Financial Officer

Dated:

ASSIGNEE:

COMCAST CORPORATION

By:  _____

Arthur R. Block
Executive Vice President, General Counsel

Dated: OCTOBER 15, 2015

Exhibit A
Trademark

Trademark	U.S. Reg. No.	Status	Classes / Goods and/or Services
WE MAKE TV RELEVANT	4632448	Registered	IC 35: Collection and compilation of information into computer databases in the field of television discovery and media analytics; Online and television media monitoring services using computer software to automatically monitor television media for customer-specified topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business purposes
THE INDEX OF TELEVISION	4127206	Registered	IC 42: Providing a website featuring a search engine for television content