

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM363607

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LiveOps, Inc.		11/24/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LiveOps Cloud Platform, LLC		
Street Address:	940657300 FM 2222, Bujilding 3, Suite 200		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78730		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4454765	BAX = BCX = BCLTV	
Registration Number:	4454868	= \$	
CORRESPONDENCE DATA			
Fax Number:	2067577097		
<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:	2067578097		
Email:	seatm@dwt.com, cindycaditz@dwt.com, michaelamason@dwt.com, ronrutherford@dwt.com		
Correspondent Name:	Cindy L. Caditz		
Address Line 1:	1201 Third Avenue, Suite 2200		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	100460-4		
NAME OF SUBMITTER:	Cindy L. Caditz		
SIGNATURE:	/Cindy Caditz/		
DATE SIGNED:	11/24/2015		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is by and between LiveOps, Inc., a Delaware corporation having a place of business at 555 Twin Dolphin Drive, Suite 400, Redwood City, California 94065 ("Assignor"), and LiveOps Cloud Platform, LLC, a Delaware limited liability company having a place of business at 940657300 FM 2222, Building 3, Suite 200 Austin, TX 78730 ("Assignee").

WHEREAS, Assignor owns rights, title and interest in and to the trademarks, service marks, and trade names, comprised of or including the marks set forth on the attached **Exhibit A** and the applications and registrations identified therein (the "Marks");

WHEREAS, Assignor has agreed to transfer, sell and convey to the Assignee any and all rights, title and interest in the Marks owned by Assignor together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, for good and valuable consideration given to Assignor by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, convey and transfer to Assignee, any and all of Assignors rights, title and interest throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith, and all rights or claims arising out of any damage or infringement of the Marks by any third party), together with the goodwill of the business symbolized thereby.

[Signature Page Follows]

Executed this 24th day of November, 2015.

ASSIGNOR: LiveOps, Inc.

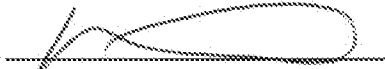
ASSIGNEE: LiveOps Cloud Platform, LLC

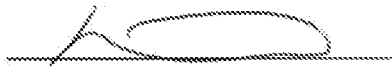
A Delaware corporation

A Delaware limited liability company

Name: Vasili Triant

Name: Vasili Triant

Signature: 

Signature: 

Title: Chief Executive Officer



Title: Chief Executive Officer

[Signature Page to Trademark Assignment]



EXHIBITA

MARKS

United States

Mark	U.S. Application No. and Date	U.S. Registration No. and Date
CLOUDSOURCE	n/a	n/a
BAX = BCX = BCLTV	85/928,069 05/09/2013	4,454,765 12/24/2013
	85/929,982 05/13/2013	4,454,868 12/24/2013
DATASQUIRT	Registration expired	Registration expired
	Registration expired.	Registration expired

Foreign Registration

Mark	Country	Registration No. and Date
	New Zealand	751610 7/19/2006
	Australia	1157138 1/19/2007
DATASQUIRT	New Zealand	751609 7/19/2006