

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM363277

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Datasquirt Limited		12/20/2011	CORPORATION: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	LiveOps, Inc.		
Street Address:	5425 Stevens Creek Blvd.		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95051		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3491087	CONTACT	
Registration Number:	3486985	DATASQUIRT	
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, Esq.		
Address Line 1:	750 B Street, Suite 2900		
Address Line 4:	San Diego, CALIFORNIA 92101-4681		
ATTORNEY DOCKET NUMBER:	R2086-DATASQUIRT		
NAME OF SUBMITTER:	Patricia Picou Green, Paralegal		
SIGNATURE:	/Patricia Picou Green/		
DATE SIGNED:	11/20/2015		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this ___ day of December, 2011, by and between Datasquirt Limited, a corporation organized and existing under the laws of New Zealand, and having a usual place of business at Level 2, 5 Nelson Street, Victoria St West, Auckland 1142, New Zealand ("Assignor") and LiveOps, Inc., a corporation organized and existing under the laws of Delaware, and having a usual place of business at 5425 Stevens Creek Blvd., Santa Clara, California 95051 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks 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 transferred, sold and conveyed to Assignee substantially all 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 are 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), 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 or unauthorized use of the Marks, along with the right to sue for past infringements 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 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: DATASQUIRT LIMITED

Name: _____

Signature: _____

Title: _____

ASSIGNEE: LIVEOPS, INC.

Name: Susan G. Quinn

Signature: [Handwritten Signature]

Title: General Counsel

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: DATASQUIRT LIMITED

Name: _____
Signature: [Handwritten Signature]
Title: CEO

ASSIGNEE: LIVEOPS, INC.

Name: _____
Signature: _____
Title: _____

Exhibit A

Marks

CONTACT Logo	Registered	USA	3491087	26 August 2008
DATASQUIRT	Registered	USA	3486985	19 August 2008