

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365861

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HITWISE PTY LIMITED		12/11/2015	COMPANY: AUSTRALIA
RECEIVING PARTY DATA			
Name:	CONNEXITY, INC.		
Street Address:	12200 WEST OLYMPIC BOULEVARD, SUITES 300		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2882957	HITWISE	
Registration Number:	3094227	SEARCH INTELLIGENCE	
CORRESPONDENCE DATA			
Fax Number:	6508385109		
<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:	650-838-3743		
Email:	JLIK@SHEARMAN.COM		
Correspondent Name:	MARK LANGER		
Address Line 1:	3000 EL CAMINO REAL, 6TH FLOOR		
Address Line 2:	SHEARMAN & STERLING LLP		
Address Line 4:	PALO ALTO, CALIFORNIA 94306		
ATTORNEY DOCKET NUMBER:	36510/80		
NAME OF SUBMITTER:	MARK LANGER		
SIGNATURE:	/MARK LANGER/		
DATE SIGNED:	12/14/2015		
Total Attachments: 7			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”), dated as of December 11, 2015, is made by Hitwise Pty Limited, an Australian company (“**Assignor**”) and Connexity, Inc., a California corporation (“**Assignee**”).

WHEREAS, Assignor owns its entire right, title and interest, whether statutory or common law rights, in and to (among other Intellectual Property) the trademarks and registrations used in or necessary for the Business, including, without limitation, the trademarks and registrations listed on Schedule A (the “**Assigned Trademarks**”);

WHEREAS, Assignor is the registrant of record for all domain names listed next to name in Schedule A, respectively (the “**Assigned Domain Names**”);

WHEREAS, Assignor, Experian Marketing Solutions, Inc., a Delaware corporation, Experian Limited, a company incorporated in Great Britain and registered in England and Wales, Experian Australia Holdings Pty Ltd., an Australian company and Assignee are parties to an Asset Sale Agreement for the Hitwise Business, dated as of November 17, 2015 (the “**Asset Sale Agreement**”); and

WHEREAS, in connection with the Asset Sale Agreement, Assignee desires to acquire, and Assignor desires to assign, Assignor’s entire worldwide right, title and interest in and to the Assigned Trademarks and the Assigned Domain Names (together the “**Assigned Properties**”), and Assignor is willing to assign the Assigned Properties to Assignee.

NOW, THEREFORE, for and in consideration as set forth in the Asset Sale Agreement, and other good and valuable consideration, the receipt of which is hereby acknowledged:

1. Effective as of the date hereof, Assignor does hereby sell, assign and transfer to Assignee, its entire worldwide right, title and interest, whether statutory or common law rights, in and to the Assigned Properties and any registrations thereof, together with the goodwill connected with and symbolized by the Assigned Properties, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which the Assigned Properties are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement of the rights assigned under this Assignment.
2. Assignor agrees to execute any additional documents (including, without limitation, express assignments of any trademark or domain name intended to be included in the Assigned Properties but not specifically listed in Schedule A) and to take such other actions as may be necessary to transfer to Assignee its entire right, title and interest in and to the Assigned Properties.

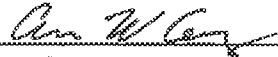
3. The parties hereto authorize and request that the respective Trademark Offices of the relevant jurisdictions record and recognize Assignee as the assignee and owner of the Assigned Trademarks.
4. The parties hereto authorize and request the appropriate registrar(s) of the Assigned Domain Names to record the transfer of registration of the Assigned Domain Names to Assignee. Assignor specifically agrees to initiate, when necessary, any online domain name transfer process to effect the foregoing, and to timely respond to all requests for confirmation of the same.
5. This Assignment shall be governed by and construed in accordance with the laws of the United States of America, with respect to applicable federal law, and the State of Delaware with respect to applicable state law, without regard to the conflicts of law principles thereof.
6. All capitalized terms not otherwise defined in this Assignment, as used in this Assignment, will have the respective meanings set forth in the Asset Sale Agreement.

- Signatures appear on the following page –

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed in duplicate originals by its duly authorized representative as of the day and year first above written.

"Assignor"

HITWISE PTY LIMITED

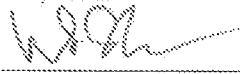
By: 
Name: ANDREW W. CASEY
Title: SVP, CORPORATE DEVELOPMENT

[Signature Page to Trademark Assignment]

"Assignee"

CONNEXITY, INC.

By: _____



Name: William Glass

Title: Chief Executive Officer

[Signature Page to Trademark Assignment]

TRADEMARK
REEL: 005689 FRAME: 0772

SCHEDULE A

ASSIGNED TRADEMARKS

Owner	Trademark	Country	App No.	Reg No	Reg Date	Status
Australia						
Hitwise Pty Ltd.	HITWISE	Australia	845959	845959	8/10/2000	Registered
Hitwise Pty Ltd.	Hitwise logo	Australia	825719	825719	3/1/2000	To lapse
Hitwise Pty Ltd.	SINEWAVE INTERACTIVE	Australia	795365	795365	5/27/1999	Registered
Hitwise Pty Ltd.	AudienceView	Australia	1728241			Pending
Brazil						
Serasa S.A.	HITWISE	Brazil	830397086	830397086	8/7/2012	Registered
Serasa S.A.	HITWISE	Brazil	830397108			Pending
Serasa S.A.	HITWISE	Brazil	830397116	830397116	8/7/2012	Registered
Hitwise Pty Ltd.	AudienceView	Brazil	909384940			Pending
Canada						
Hitwise Pty Ltd.	HITWISE	Canada	1548692			Pending
Community Trademarks						
Hitwise Pty Ltd.	HITWISE	CTM	003881414	003881414	2/8/2006	Registered
Hitwise Pty Ltd.	AudienceView	New Zealand				Pending
Hitwise Pty Ltd.	AudienceView	CTM	013871058	013871058	8/27/2015	Registered
Germany						
Hitwise Pty Ltd.	HITWISE	Germany	304342742	304342742	6/14/2005	To lapse
Hong Kong						
Hitwise Pty Ltd.	Hitwise logo	Hong Kong	2001B13818AA	2001B13818AA	8/9/2000	To lapse
Hitwise Pty Ltd.	Hitwise logo	Hong Kong	N/A	2001B13818	8/8/2000	Cancelled (Merged into 2001B13818AA)
Hitwise Pty Ltd.	Hitwise logo	Hong Kong	N/A	2002B00627	8/9/2000	Cancelled (Merged into 2001B13818AA)
Hitwise Pty Ltd.	Hitwise logo	Hong Kong	N/A	2002B00628	8/9/2000	Cancelled (Merged into into)

						2001B1381 8AA)
New Zealand						
Hitwise Pty Ltd.	Hitwise logo	New Zealand	614257	614257	1/11/2001	To lapse
Hitwise Pty Ltd.	Hitwise logo	New Zealand	614258	614258	11/16/2000	To lapse
Hitwise Pty Ltd.	Hitwise logo	New Zealand	614259	614259	11/16/2000	To lapse
United Kingdom						
Hitwise Pty Ltd.	AudienceView	United Kingdom	UK00002637102	UK00002637102	10/4/2012	Registered
United States						
Hitwise Pty Ltd.	HITWISE	United States	78143802	2882957	9/7/2004	Registered
Hitwise Pty Ltd	SEARCH INTELLIGENCE	United States	7874037	3094227	5/1/2005	Registered
Hitwise Pty Ltd	AudienceView	United States	79174283			Pending
WIPO						
Hitwise Pty Ltd	AudienceView	WIPO	1269053			Pending

Unregistered Trademarks:

Hitwise Audience Intelligence
Hitwise Internet Awards
Hitwise Search Intelligence

ASSIGNED DOMAIN NAMES

Domain Name	Registrant	Registrar	Expiration Date
audience-intelligence.com	Hitwise Pty Ltd	Melbourne IT, Ltd	10/14/2019
compare-prices-online.co.uk	Sinewave Interactive Pty ltd	EuroDNS SA	6/17/2016
digitalmarketresearchapps.com	Domains by Proxy LLC	GoDaddy.com, LLC	4/17/2017
dmrapp.com	Domains by Proxy LLC	GoDaddy.com, LLC	9/2/2018
hitdynamics.co.uk	HD	PlanetDomain Pty Limited t/a Planet Domain Pty Ltd	10/14/18
hitdynamics.com	Hitwise Pty Ltd	Network Solutions, LLC	2/28/2017
hitw.se	Dyn7852-463421	Dynamic Network	11/26/2016
hitwise.biz	Host Master, Hitwise	TPP Wholesale Pty Ltd	11/06/2015
hitwise.ca	Experian Information Solutions Inc.	Internic.ca Inc.	10/16/2016
hitwise.co	Host Master, Experian Hitwise	GoDaddy.com, Inc.	7/20/2017
hitwise.co.in	Host Master, Experian Hitwise	GoDaddy.com, LLC	7/09/2016
hitwise.co.nz	Sinewave Interactive Pty Ltd	TPP Internet	7/11/2016

Domain Name	Registrant	Registrar	Expiration Date
hitwise.co.uk	TOP 100	TPP Internet	5/25/2018
hitwise.com	Sinewave Interactive Pty Ltd	Network Solutions, LLC	2/27/2016
hitwise.com.au	Sinewave Interactive Pty Ltd	Melbourne IT	N/A
hitwise.com.cn	Experian Hitwise	GoDaddy.com, Inc.	4/23/2016
hitwise.com.fr	Hitwise Pty Limited	CSC Corporate Domains Inc.	3/31/2016
hitwise.com.hk	Richard Crane, Hitwise Pty Ltd	Hong Kong Domain Name Registration Company Limited	1/08/2017
hitwise.de	Host Master, Hitwise Pty Limited	CSC Corporate Domains Inc.	N/A
hitwise.fr	Hitwise Pty Limited	CSC Corporate Domains Inc.	3/31/2016
hitwise.in	Experian Hitwise	GoDaddy.com, LLC	7/09/2016
hitwise.it	Hitwise Pty	Register.it. s.p.a.	1/10/2016
hitwise.net	Sinewave Interactive Pty Ltd	Network Solutions, LLC	11/19/2020
hitwise.xxx	ICM Registry Reserved	ICM Registry LLC	12/01/2021
hwstats.com	Host Master, Hitwise	TPP Wholesale Pty Ltd.	2/24/2016
ilovedata.com	Host Master, Experian Hitwise	GoDaddy.com, LLC	4/30/2016
internetawards.com.au	Hitwise Pty Ltd	Melbourne IT	N/A
keywordintelligence.com	Host Master, Hitwise	TPP Wholesale Pty Ltd.	9/20/2016
partnershipintelligence.com	Hitwise Pty Ltd	MELBOURNE IT, LTD. D/B/A INTERNET NAMES WORLDWIDE	10/14/2018
searchintelligence.com	Andrew Walsh, Hitwise Pty Ltd	Tierranet Inc.	5/16/2018
sinewave.com.au	Sinewave Interactive Pty Ltd	Melbourne IT	N/A
top100.com.au	Andrew Barlow	Melbourne IT	