

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM370514

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Acxiom Corporation		01/20/2016	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LiveRamp, Inc.		
Street Address:	667 Mission Street, 4th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86855546	CONNECT LIVERAMP	
Serial Number:	86855569	LIVERAMP AN ACXIOM COMPANY	
CORRESPONDENCE DATA			
Fax Number:	5013769442		
<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:	(501) 371-0808		
Email:	jdougherty@wlj.com		
Correspondent Name:	J. CHARLES DOUGHERTY		
Address Line 1:	200 W. CAPITOL AVE., SUITE 2300		
Address Line 4:	LITTLE ROCK, ARKANSAS 72201		
NAME OF SUBMITTER:	J. Charles Dougherty		
SIGNATURE:	/chuck dougherty/		
DATE SIGNED:	01/26/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, **Axiom Corporation**, a Delaware corporation having a place of business at 601 E. Third St., Little Rock, AR 72201 ("Assignor"), has adopted, used, and is using marks for which registration is pending in the United States Patent and Trademark Office as the following ("the Marks"):



Ser. No. 86/855,546



Ser. No. 86/855,569

WHEREAS, **LiveRamp, Inc.**, a Delaware corporation having a place of business at 667 Mission Street, 4th Floor, San Francisco, CA 94105 ("Assignee"), desires to acquire the Marks and the pending applications therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor assigns to Assignee (1) all right, title, and interest in and to the Marks and the pending applications therefor, including without limitation any and all worldwide common law rights, together with the goodwill of the business symbolized by the Marks; and (2) the right to bring any cause of action and recover damages and other remedies in respect of any past, current, or future infringement of, or other violation of the rights, related to or arising from the Marks. Assignor agrees to cooperate with Assignee in all matters related to the protection, registration, and enforcement of the Marks, including without limitation executing all necessary or desirable documents and oaths necessary to effectuate or record this assignment and providing testimony and information regarding all prior use of the Marks.

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Axiom Corporation

Catherine L. Hughes

Catherine Hughes, Secretary

Date: 1/20/2016

STATE OF ARKANSAS

COUNTY OF PULASKI

SUBSCRIBED AND SWORN TO before me, a notary public, this 20 day of January,
2016.

Alice Kay Baeten

Notary Public

My Commission Expires:

10/2/16

