

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM381075

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
AMG Advertising Topco Limited	FORMERLY Adconion Media Group Limited	03/08/2016	Corporation: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Amobee, Inc.		
<b>Street Address:</b>	950 Tower Lane, Suite 2000		
<b>City:</b>	Foster City		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94404		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4297092	MAGNIFY PLATFORM SERVICES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102283953		
<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>			
<b>Phone:</b>	310.228.3700		
<b>Email:</b>	rwalsh@smrh.com		
<b>Correspondent Name:</b>	Jill M. Pietrini, Esq.		
<b>Address Line 1:</b>	1901 Avenue of the Stars, Suite 1600		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	22YK-208352-026		
<b>NAME OF SUBMITTER:</b>	Jill M. Pietrini, Esq.		
<b>SIGNATURE:</b>	//jmp//		
<b>DATE SIGNED:</b>	04/19/2016		
<b>Total Attachments: 1</b>			
source=Assignment - MAGNIFY PLATFORM SERVICES - Rn. 4,297,092#page1.tif			

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**ASSIGNMENT OF TRADEMARK**

THIS ASSIGNMENT is made by and between AMG Advertising Topco Limited, formerly known as Adconion Media Group Limited, having its principal place of business at 5 Giffard Court, Millbrook Close, Northampton, NN5 5JF, United Kingdom ("Assignor") and Amobee, Inc., having its principal place of business at 950 Tower Lane, Suite 2000, Foster City, CA 94404 ("Assignee").

WHEREAS, Assignor owns all rights, title, and interest in and to the MAGNIFY PLATFORM SERVICES trademark, and the registrations thereof identified below (hereinafter the "Mark" and "Registrations"), along with the goodwill of the business appurtenant to said Mark and Registrations:

Trademark	Register	Registration No.	Date of Registration
MAGNIFY PLATFORM SERVICES	United States Patent & Trademark Office, Principal Register	4,297,092	March 5, 2013
MAGNIFY PLATFORM SERVICES	European Office for Harmonization in the Internal Market	010169738	January 10, 2012

WHEREAS, Assignor has agreed to assign all right, title, and interest in the Mark and Registrations to Assignee, including the goodwill associated with the Mark and any and all claims, demands, and causes of action for infringement of the Mark, past, present, and future, and all of the proceeds from the foregoing; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark and Registrations, along with the goodwill of the business symbolized by the Mark, together with any and all claims, demands, and causes of action for infringement of the Mark, past, present, and future, and all of the proceeds from the foregoing.

**ASSIGNOR**

**ASSIGNEE**

Signed at Zurich, SWITZERLAND, effective this 8 day of MARCH, 2016.

Signed at Foster City, California, effective this 16 day of MARCH, 2016.

AMG ADVERTISING TOPCO LIMITED

AMOBEE, INC.

N.V. Sunderland  
 Name: NEL V. SUNDERLAND  
 Title: CHAIRMAN

Craig J. Foster  
 Name: CRIG J. FOSTER  
 Title: CEO

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