

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM387230

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	05/10/2016

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Livefyre, Inc.		05/10/2016	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Adobe Systems Incorporated
Street Address:	345 Park Avenue
City:	San Jose
State/Country:	CALIFORNIA
Postal Code:	95110
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	86468778	LIVEFYRE
Registration Number:	4726029	
Registration Number:	3896053	LIVEFYRE
Registration Number:	4437786	SOCIALSYNC
Registration Number:	4368046	S
Registration Number:	4217789	STORIFY
Registration Number:	4244623	S
Registration Number:	4039419	STORIFY

CORRESPONDENCE DATA

Fax Number: 2066756818

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.

Phone: 206.675.7000

Email: tm@adobe.com

Correspondent Name: J. Scott Evans

Address Line 1: Adobe Systems Incorporated

Address Line 2: Legal Department

Address Line 4: Seattle, WASHINGTON 98103

NAME OF SUBMITTER: J. Scott Evans

TRADEMARK

SIGNATURE:	/J. Scott Evans/
DATE SIGNED:	06/09/2016
Total Attachments: 4 source=Trademark Assignment Agreement between Livefyre, Inc. and Adobe Systems Incorporated - signed#page1.tif source=Trademark Assignment Agreement between Livefyre, Inc. and Adobe Systems Incorporated - signed#page2.tif source=Trademark Assignment Agreement between Livefyre, Inc. and Adobe Systems Incorporated - signed#page3.tif source=Trademark Assignment Agreement between Livefyre, Inc. and Adobe Systems Incorporated - signed#page4.tif	

**TRADEMARK ASSIGNMENT AGREEMENT BETWEEN
LIVEFYRE, INC. AND ADOBE SYSTEMS INCORPORATED**

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement") is, nunc pro tunc, effective the 10th day of May, 2016 (the "Effective Date") by and between **LIVEFYRE, INC.**, a Delaware company, with its principal place of business at 360 3rd St., Suite 700, San Francisco, California 94017, United States of America (formerly at 23 Geary St., Suite 400, San Francisco, California 94108, United States of America) ("Assignor"), and **ADOBE SYSTEMS INCORPORATED**, a Delaware corporation, with its principal place of business at 345 Park Avenue, San Jose, California 95110, United States of America ("Assignee"). Assignor and Assignee may be collectively referred to herein as the "Parties."

RECITALS

A. Assignor owns the entire right, title and interest in and to certain trademarks, trade names and trademark registrations and applications, including but not limited to those listed in **Schedule A** ("Trademarks List") attached hereto and incorporated herein (collectively, the "Trademarks").

B. The Parties mutually desire that Assignee acquire Assignor's entire right, title and interest in and to the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows.

AGREEMENT

1. Assignor, on behalf of itself and its predecessors and successors in interest, hereby sells, assigns and transfers to Assignee and Assignee's successors, assigns and legal representatives, and Assignee hereby accepts: (a) all of Assignor's right, title and interest, including but not limited to, rights to existing causes of action and the right to past damages associated therewith, that Assignor has in or to the Trademarks; and (b) that part of the goodwill of Assignor's business connected with and symbolized by the Trademarks.

2. Assignor hereby acknowledges that it retains no right to use the Trademarks and agrees not to challenge, or to assist others to challenge the validity, or Assignee's ownership, of the Trademarks. Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into by Assignor that would conflict with this Agreement.

3. Assignor hereby covenants that, upon the request of Assignee, Assignor will promptly provide Assignee with all pertinent facts and documents relating to the Trademarks as may be known and reasonably accessible to Assignor and will testify as to the same in any opposition, litigation or any proceeding related thereto. At Assignor's expense, Assignor will promptly execute and deliver to Assignee or its legal

representatives any and all documents, instruments or affidavits required to apply for, obtain, maintain, register and enforce the Trademarks, which Assignee in each case may reasonably in good faith deem necessary or desirable to carry out the purpose thereof. Assignor will take all reasonably necessary steps to give effect to, and further the purposes of, this Agreement.

IN WITNESS WHEREOF, the undersigned have caused their duly authorized representatives to execute this Agreement effective as of the Effective Date and in the capacity shown below.

LIVEFYRE, INC.
("ASSIGNOR")

ADOBE SYSTEMS INCORPORATED
("ASSIGNEE")

By: Jonathan Vaas

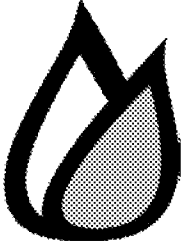


By: J. Scott Evans

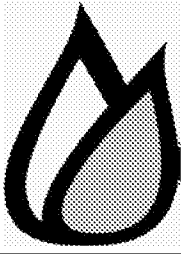
Jonathan Vaas
Assistant Secretary


John Scott Evans
Assistant Secretary and Associate
General Counsel

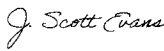
SCHEDULE A

TRADEMARKS LIST

Trademark	Country	Class(es)	Registration Number	Status
LIVEFYRE	United States	9 35		PENDING
	United States	38 41 42	4726029	REGISTEREED
LIVEFYRE LIVEFYRE	United States	38 42	3896053	REGISTEREED
SOCIALSYNC SOCIALSYNC	United States	42	4437786	REGISTEREED
 S	United States	9	4368046	REGISTEREED
STORIFY Storify	United States	9	4217789	REGISTEREED
S 	United States	39 41 42	4244623	REGISTEREED
STORIFY	United States	39 41 42	4039419	REGISTEREED

Trademark	Country	Class(es)	Registration Number	Status
LIVEFYRE	Australia	38 42	1618557	REGISTERED
STORIFY	Australia	9 35 39 41 42	1617373	REGISTERED
LIVEFYRE	Canada	[38 41 42]		PENDING
LIVEFYRE	EUTM	38 41 42	11943362	REGISTERED
	EUTM	38 41 42	11931201	REGISTERED
STORIFY	EUTM	9 35 41 42	11357977	REGISTERED

Signature: 
 Email: jvaas@adobe.com

Signature: 
 Email: jsevans@adobe.com