

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM387953

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cision US Inc.		06/15/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Vocus Social Media LLC		
Street Address:	12051 Indian Creek Court		
City:	Beltsville		
State/Country:	MARYLAND		
Postal Code:	20705		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4066042	NORTH SOCIAL	
CORRESPONDENCE DATA			
Fax Number:	3128622200		
<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:	3128628738		
Email:	michelle.nowicki@kirkland.com		
Correspondent Name:	Michelle Nowicki		
Address Line 1:	300 N. LaSalle Street		
Address Line 2:	Kirkland & Ellis LLP		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	24473-2 MN		
NAME OF SUBMITTER:	Michelle Nowicki		
SIGNATURE:	/Michelle Nowicki/		
DATE SIGNED:	06/15/2016		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of June 15, 2016, by and among Cision US Inc. ("Assignor") and Vocus Social Media, LLC ("Assignee").

WHEREAS, Assignor and Assignee are affiliates and wish to clarify the ownership of the trademark registration identified on the attached Schedule A (the "Assigned Trademark");

WHEREAS, in order to clarify such ownership, Assignors desires to assign, transfer and convey to Assignee, and Assignee desires to accept all right, title and interest in and to the Assigned Trademark.

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

1. Assignment. Assignor hereby irrevocably assigns, transfers and conveys to Assignee all of its respective worldwide right, title and interest in and to the Assigned Trademark (together with all goodwill symbolized thereby) and all (i) rights to pursue and collect damages, costs, injunctive relief and other remedies for past, current or future infringement, misappropriation or conflict with the Assigned Trademark; and (ii) royalties, fees, income and other payments and proceeds due or accrued as of the date hereof and thereafter under or arising from the Assigned Trademark.

2. Further Assurances. Assignor agrees that from time to time, at the reasonable request of Assignee, it shall execute and deliver such other documents and take such other actions as Assignee may reasonably request to effectuate the transactions contemplated by this Assignment (including any documentation to perfect or record the rights granted hereunder in the Assigned Trademark in any jurisdiction throughout the world and the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the rights assigned herein). Assignor acknowledges and agrees that Assignee or any of its affiliates may record and perfect this Assignment or such documentation in any jurisdiction throughout the world, and Assignor shall cooperate therewith, at the Assignee's expense. The Assignee hereby requests and Assignor hereby grants to the Assignee and its affiliates, all rights necessary to record this Assignment or such documentation with the United States Patent and Trademark Office and any equivalent office or agency in any jurisdiction in the world.

3. General.

(a) Entire Agreement; Conflicting Provisions. This Assignment, together with all of the exhibits and schedules appended hereto and thereto, constitute the final, complete and exclusive statement of the parties' agreement on the matters contained herein and therein.

(b) Successors. This Assignment will be binding upon, inure to the benefit of and be enforceable by the parties and their respective successors and permitted assigns.

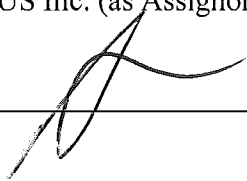
(c) Counterparts. This Assignment may be executed in one or more counterparts, all of which shall be considered one and the same agreement and shall become effective when one or more counterparts have been signed by each party and delivered to the other parties, it being understood that all parties need not sign the same counterpart. Facsimile or other electronic execution and delivery of this Assignment by any of the parties shall be legal, valid and binding execution and delivery of such document for all purposes.

(d) Governing Law. This Agreement shall be governed by and construed in accordance with the substantive internal laws of the State of Delaware, without regard to any choice of law principle that would dictate the application of the laws of another jurisdiction.

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IN WITNESS WHEREOF, the undersigned has duly executed and delivered this Assignment as of the date first written above.

Cision US Inc. (as Assignor)

By:  _____

Name: Steve Solomon

Title: Senior Vice President

Acknowledged and Agreed:

Vocus Social Media LLC

By: _____

A handwritten signature in black ink, appearing to read 'Steve Solomon', is written over a horizontal line.

Name: Steve Solomon

Title: Senior Vice President

Signature Page to Trademark Assignment

TRADEMARK
REEL: 005814 FRAME: 0445

SCHEDULE A

Assigned Trademark

Trademark	Serial Number	Application Date	Registration Number	Registration Date
NORTH SOCIAL	85207163	12/29/2010	4066042	12/06/2011