

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM393331

<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>
Campfire Media LLC		03/03/2014	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sapient Corporation		
<b>Street Address:</b>	131 Dartmouth Street		
<b>City:</b>	Boston		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02116		
<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>	3260682	CAMPFIRE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	7733200593		
<b>Email:</b>	tmdocket@culhanemeadows.com		
<b>Correspondent Name:</b>	Angela Washelesky		
<b>Address Line 1:</b>	4249 N. Kolmar Avenue, Suite 101		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60641		
<b>NAME OF SUBMITTER:</b>	Angela Washelesky		
<b>SIGNATURE:</b>	/Angela Washelesky/		
<b>DATE SIGNED:</b>	08/01/2016		
<b>Total Attachments: 2</b>			
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OP \$40.00 3260682

## ASSIGNMENT OF REGISTERED TRADEMARK

Assignment made as of March 3, 2014 by CampfireMedia LLC, a Delaware limited liability company ("Assignor") to Sapient Corporation, a Delaware Corporation ("Assignee").

WHEREAS, Assignor has adopted, used and is using the trademark "Campfire" (the "Mark") in connection with Advertising services, namely, development of branded entertainment properties and platforms and branded content properties and platforms, namely, integrating the brands of others into the content of various media programming and developing content built around brands in all media technologies in Int. Class 35;

WHEREAS, Assignor obtained U. S. Trademark Registration No. 3,260,682 for the Mark (the "Registration"); and

WHEREAS, Assignee desires to acquire the entire interest of the Assignor in the Mark and the Registration; and

WHEREAS, Assignor desires to assign to Assignee the entire interest of the Assignor in the Mark and the Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor assigns to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark; any rights that arise from the Registration; all rights to seek other registrations of the Mark in the United States Patent and Trademark Office or elsewhere; and all causes of action, past and future, for infringement of the Mark or other violations of the rights assigned hereunder. Assignor represents and warrants to Assignee that it has made

