

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM404311

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Viant Technology Inc.	FORMERLY Interactive Media Holdings, Inc.	03/02/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	TI NEWCO LLC		
Street Address:	4 Park Plaza, Suite 1500		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92614		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86432621	VIANT	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	nkryzhan@honigman.com		
Correspondent Name:	Honigman Miller Schwartz and Cohn		
Address Line 1:	39400 Woodward Avenue, Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304-5151		
ATTORNEY DOCKET NUMBER:	236882-365253		
NAME OF SUBMITTER:	Nicole Kryzhan		
SIGNATURE:	/Nicole Kryzhan/		
DATE SIGNED:	11/03/2016		
Total Attachments: 2			
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CONFIRMATORY ASSIGNMENT

On March 2, 2016, VIANT TECHNOLOGY INC., a Delaware corporation, located at 4 Park Plaza, Suite 1500, Irvine, CA 92614 U.S.A. ("Assignor") and TI NEWCO LLC, a Delaware limited liability company, located at 4 Park Plaza, Suite 1500, Irvine, CA 92614 U.S.A. ("Assignee") entered into a Bill of Sale Agreement whereby Assignor assigned to Assignee the entire right, title and interest in and to the trademark on attached Schedule A, together with the goodwill of the business to which the trademark pertains, and any and all rights and privileges provided under the trademark and other laws of the United States and the individual states thereof, but without any liabilities or obligations appurtenant thereto. Such assignment includes any and all renewals thereof, together with the right to bring suit and collect for past, present and future infringements thereof (collectively, the "Trademark Rights").

In view of the payment of legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignee, Assignor DOES HEREBY confirm the assignment and transfer to Assignee of any and all right, title and interest in and to the Trademark Rights, as set forth herein.

Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this Assignment.

This assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Confirmatory Assignment on the date(s) set forth below.

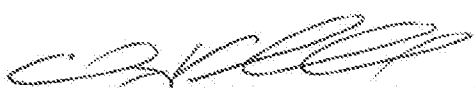
Assignor:

Assignee:

VIANT TECHNOLOGY INC.

TI NEWCO LLC

By: 

By: 

Name: Timothy Vanderhook

Name: Chris Vanderhook

Title: Director

Title: Chief Operating Officer

Date: _____

Date: _____

SCHEDULE A

Mark	App#	File Date	Classes
VIANI	86/432,621	10/23/2014	35, 42

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