

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM408188

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Earth Networks, Inc.		12/01/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	xAd, Inc.		
Street Address:	One World Trade Center, 60th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10007		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	3569774		
Registration Number:	2825198		
Registration Number:	4562378	SPARK	
Registration Number:	3564569	WEATHERBUG	
Registration Number:	2620037	WEATHERBUG	
Registration Number:	2827972		
Registration Number:	3101836	WEATHERBUG	
Registration Number:	4819333	WBX	
Registration Number:	3004130	WEATHERBUG ACHIEVE	
Registration Number:	3004131	WEATHERBUG ACHIEVE	
Registration Number:	4704874	WEATHERBUG HOME	
Registration Number:	3751571	WEATHERBUG TOTAL LIGHTNING NETWORK	
Registration Number:	2987581	WEATHERBUG ZOOM	
Registration Number:	4568834	KNOW BEFORE	
CORRESPONDENCE DATA			
Fax Number:	3108836500		
<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:	(310) 883 6400		

CH \$365.00 3569774

Email: trademarks@cooley.com
Correspondent Name: Thomas M. Hadid of Cooley LLP
Address Line 1: 1299 Pennsylvania Avenue, NW, Suite 700
Address Line 4: Washington, D.C. 20004-2400

ATTORNEY DOCKET NUMBER: 220407-20000

NAME OF SUBMITTER: Drue Koons

SIGNATURE: /Drue Koons/

DATE SIGNED: 12/08/2016

Total Attachments: 4

source=Earth Networks Assignment#page1.tif

source=Earth Networks Assignment#page2.tif

source=Earth Networks Assignment#page3.tif

source=Earth Networks Assignment#page4.tif

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Earth Networks, Inc., a corporation organized under the laws of Delaware, whose address is 12410 Milestone Center Drive, Suite 300, Germantown, Maryland 20876 ("Assignor"), is the owner of the trademarks, service marks and registrations therefor identified in Appendix A to this Agreement (collectively, the "Marks"); and

WHEREAS, xAd, Inc., a corporation organized under the laws of Delaware, whose address is One World Trade Center, 60th Floor, New York, New York 10007 ("Assignee"), desires to acquire all right, title and interest in said trademarks, service marks and registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, said Assignor does hereby sell, assign, set over, and transfer to said Assignee the entire right, title and interest in and to the said Marks, together with the goodwill connected with the use of and symbolized by the Marks, the same and the rights of said Assignor to be held and enjoyed by said Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which the registrations of the Marks may be renewed or reissued, as fully or entirely as the same would have been held and enjoyed by said Assignor if this Agreement and sale had not been made, together with all claims for damages by reason of past infringement of said Marks, with the right to sue for and collect the same for its own use and behalf, and for the use of its successors, or other legal representatives.

//

//

//

//

IN TESTIMONY WHEREOF, said Assignee has caused its name to be signed and its seal to be affixed by its duly authorized officer, this 1st day of December, 2016.

xAD, INC.

Signature: Stephen McCarthy

Name: Stephen McCarthy

Title: CFO

Date: December 1, 2016

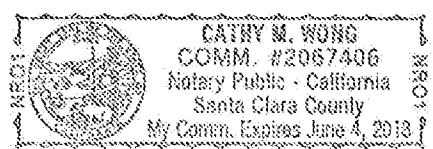
(Seal)

State of ~~New York~~ ^{California})
County of ~~New York~~ ^{Santa Clara}) SS:

On this 1st day of December, 2016, before me appeared STEPHEN MCCARTHY, the person who signed this document, who acknowledged that he/she signed it as a free act on behalf of the Assignee, xAd, Inc., and with the authorization of said xAd, Inc.

[Signature]
(Signature of Notary Public)

My commission expires 06/01/2018



APPENDIX A TO TRADEMARK ASSIGNMENT AGREEMENT

Mark	Jurisdiction	Registration Number	Registration Date
LADYBUG DESIGN	USA	3,569,774	February 3, 2009
LADYBUG DESIGN	USA	2,825,198	March 23, 2004
SPARK	USA	4,562,378	July 8, 2014
WEATHERBUG	USA	3,564,569	January 20, 2009
WEATHERBUG	USA	2,620,037	September 17, 2002
WEATHERBUG CHIRP (SOUND MARK)	USA	2,827,972	March 30, 2004
WEATHERBUG	USA	3,101,836	June 6, 2006
WEATHERBUG	EUIPO	003949542	November 22, 2005
WEATHERBUG	Japan	4890220	August 26, 2005
WEATHERBUG	Mexico	854891	October 11, 2004
WEATHERBUG	Canada	686830	May 3, 2007
WEATHERBUG	Mexico	877634	April 25, 2005
WBX	USA	4,819,333	September 22, 2015
WEATHERBUG ACHIEVE	USA	3,004,130	October 4, 2005
WEATHERBUG ACHIEVE & DESIGN	USA	3,004,131	October 4, 2005
WEATHERBUG HOME	USA	4,704,874	March 17, 2015
WEATHERBUG TOTAL LIGHTNING NETWORK	USA	3,751,571	February 23, 2010
WEATHERBUG ZOOM	USA	2,987,581	August 23, 2005
KNOW BEFORE	USA	4,568,834	July 15, 2014