

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM411539

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/04/2017

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Piksel Americas, Inc.		01/04/2017	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Piksel Limited
Street Address:	1 Innovation Close
Internal Address:	York Science Park
City:	Heslington, York
State/Country:	UNITED KINGDOM
Postal Code:	Y0105ZD
Entity Type:	Limited Liability Company: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	86935140	PIKSEL

CORRESPONDENCE DATA

Fax Number: 2025339099

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: 2024678800

Email: iplaw@vorys.com

Correspondent Name: Tanya Marie Curcio

Address Line 1: Vorys, Sater, Seymour and Pease, LLP

Address Line 2: P.O. Box 2255

Address Line 4: Columbus, OHIO 43216-2255

DOMESTIC REPRESENTATIVE

Name: Tanya Marie Curcio

Address Line 1: Vorys, Sater, Seymour and Pease LLP

Address Line 2: P.O. Box 2255

Address Line 4: Columbus, OHIO 43216-2255

NAME OF SUBMITTER: Vincent C. Lombardozi

CH \$40.00 86935140

SIGNATURE:	/vcl/
DATE SIGNED:	01/09/2017
Total Attachments: 1 source=Trademark Assignment Pikel (signed 9.1.17)#page1.tif	

TRADEMARK DEED OF ASSIGNMENT

This Trademark Deed of Assignment is made effective the 4th day of January, 2017 ("Effective Date") by and between Pikel Americas, Inc., a corporation organized and existing under the laws of Delaware, and having its principal place of business at 2100 Powers Ferry Road SE, Suite 400, Atlanta, Georgia 30339, United States ("Assignor"), and Pikel Limited, a company incorporated in the United Kingdom with limited liability, and having its principal place of business at 1 Innovation Close, York Science Park, Heslington, York YO105ZD, United Kingdom ("Assignee").

WITNESSETH:

WHEREAS, Assignor has adopted and owns the trademark PIKSEL and an application pending before the United States Patent and Trademark Office ("USPTO") for the same, Serial Number 86/935,140 Int. Cls.: 38 (collectively, the "Mark").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby grant, assign and convey to Assignee the right, title and interest in and to the Mark and the portion of Assignor's business to which the Mark pertains, together with the goodwill of the business symbolized by the Mark, including, without limitation, Assignor's right, title and interest in and to (1) all income, royalties, damages and payments now and hereafter due and/or payable with respect to the Mark, including, without limitation, damages and payments for past or future infringements thereof; (2) the right to sue for past, present and future infringements of the Mark; (3) the right to secure registrations of the Mark; (4) the right to secure all renewals for the registration of the Mark; and (5) all rights corresponding thereto, as fully and entirely as the same would have been held and enjoyed by Assignor had this Trademark Deed of Assignment not been made.

Assignor undertakes that upon the request of Assignee or its designees, it and/or its successor in business, shall make all rightful oaths, testify on behalf of Assignee or its designees in matters involving the Mark and do all other lawful acts necessary to carry out the intent of this Trademark Deed of Assignment as well as to provide such other material, information and assistance to Assignee or its designees, as may be considered necessary in connection therewith.

IN WITNESS WHEREOF, the undersigned has caused this Trademark Deed of Assignment to be executed as a deed effective as of the Effective Date.

ASSIGNOR

ASSIGNEE

PIKSEL AMERICAS, INC.

PIKSEL LIMITED

By: [Signature]

By: [Signature]

Print Name: Antero Rodriguez

Print Name: Antero Rodriguez

Title: VP & Secretary

Title: Director

Date: January 9, 2017

Date: January 9, 2017

Witness Signature: [Signature]

Witness Signature: [Signature]

Print Witness Name: RUTH PATTERSON

Print Witness Name: RUTH PATTERSON

Date: 9 JANUARY 2017

Date: 9 JANUARY 2017