

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM415320

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>SEQUENCE:</b>	2		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
TI NEWCO LLC		03/02/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	VIANT TECHNOLOGY LLC		
<b>Street Address:</b>	4 Park Plaza, Suite 1500		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92614		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3523094	VINDICO	
<b>Registration Number:</b>	3987664	REAL DEMO	
<b>Registration Number:</b>	4342979	ADML	
<b>Registration Number:</b>	4760836	ADTRICITY	
<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>Email:</b>	nkryzhan@honigman.com		
<b>Correspondent Name:</b>	Honigman Miller Schwartz and Cohn LLP		
<b>Address Line 1:</b>	39400 Woodward Avenue, Suite 101		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304-5151		
<b>ATTORNEY DOCKET NUMBER:</b>	233180-352451		
<b>NAME OF SUBMITTER:</b>	Nicole Kryzhan		
<b>SIGNATURE:</b>	/Nicole Kryzhan/		
<b>DATE SIGNED:</b>	02/08/2017		
<b>Total Attachments: 1</b>	source=2016-03-02 TI NEWCO - VIANT_Name Change_filing receipt#page1.tif		

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# Delaware

The First State

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "TI NEWCO LLC", CHANGING ITS NAME FROM "TI NEWCO LLC" TO "VIANT TECHNOLOGY LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF MARCH, A.D. 2016, AT 7:51 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

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SR# 20161456524

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 201922401  
Date: 03-02-16

RECORDED: 02/08/2017

TRADEMARK  
REEL: 005984 FRAME: 0410