

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM415501

<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>
LiveArena AB		01/30/2017	Corporation: SWEDEN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LiveArena TV AB		
<b>Street Address:</b>	Box 38045		
<b>City:</b>	Stockholm		
<b>State/Country:</b>	SWEDEN		
<b>Postal Code:</b>	SE-100 64		
<b>Entity Type:</b>	Corporation: SWEDEN		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4748288	LIVEARENA	
<b>Registration Number:</b>	3501840	MPS PUBLISHING PLATFORM	
<b>Registration Number:</b>	4086510	PEER2VIEW	
<b>Registration Number:</b>	4262842	YELLOW TV	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7709510933		
<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>	770.933.9500		
<b>Email:</b>	amy.kwon@thomashorstemeyer.com		
<b>Correspondent Name:</b>	Todd Deveau		
<b>Address Line 1:</b>	400 Interstate North Parkway SE		
<b>Address Line 2:</b>	Suite 1500		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30339		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Todd Deveau		
<b>Address Line 1:</b>	400 Interstate North Parkway SE		
<b>Address Line 2:</b>	Suite 1500		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30339		

OP \$115.00 4748288

<b>NAME OF SUBMITTER:</b>	Todd Deveau
<b>SIGNATURE:</b>	/Todd Deveau/
<b>DATE SIGNED:</b>	02/09/2017
<b>Total Attachments: 2</b> source=8212269010_Assignment#page1.tif source=8212269010_Assignment#page2.tif	

**ASSIGNMENT OF TRADEMARKS**

WHEREAS, LiveArena AB, a corporation organized and existing under the laws of SWEDEN, having a place of business at Box 38045, SE-100 64 Stockholm SWEDEN, hereinafter referred to as ASSIGNOR, owns all right, title, and interest in and to the trademarks (hereinafter "the Marks") listed on the attached Schedule A;

WHEREAS, LiveArena TV AB, a corporation organized and existing under the laws of SWEDEN, having a place of business at Box 38045, SE-100 64 Stockholm SWEDEN, hereinafter referred to as ASSIGNEE, is desirous of acquiring ASSIGNOR'S interest in and to said Marks, the registrations and applications thereof and the goodwill associated therewith;

WHEREAS, ASSIGNOR and ASSIGNEE wish to hereby confirm and consummate the transfer of ASSIGNOR's trademarks and the good will associated therewith to ASSIGNEE.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR, ASSIGNOR has sold, assigned and transferred and does hereby sell, assign and transfer unto ASSIGNEE, and ASSIGNEE'S successors and assigns, effective as of the 30<sup>th</sup> day of January 2017, all right, title and interest, in the United States, in and to the Marks, together with the goodwill of the business symbolized by the Marks and the registrations and the applications for the referenced registrations of the Marks and any renewal of said registrations, and the right to recover damages for past infringement, if any.

LiveArena AB

By: \_\_\_\_\_

Name: Anders Nilsson

Title: CEO

Witness: \_\_\_\_\_

Lena Stenlund  
LENA STENLUND

Schedule A

Mark	Serial No./ Registration No.	Filing Date/ Registration Date
LiveArena	4,748,288	June 2, 2015
MPS PUBLISHING PLATFORM	3,501,840	September 16, 2008
PEER2VIEW	4,086,510	January 17, 2012
YELLOW TV	4,262,842	December 25, 2012