

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM417553

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sovrn Inc.		10/16/2015	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Sovrn Holdings, Inc.		
Street Address:	1750 29th Street, Suite 2036		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3936160	LIJIT	
CORRESPONDENCE DATA			
Fax Number:	2028427899		
<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:	202-728-7045		
Email:	chowell@cooley.com		
Correspondent Name:	Catherine R. Howell, Senior Paralegal		
Address Line 1:	1299 Pennsylvania Ave., N.W.; Suite 700		
Address Line 2:	Cooley LLP		
Address Line 4:	Washington, D.C. 20004		
NAME OF SUBMITTER:	Catherine R. Howell, Senior Paralegal		
SIGNATURE:	/Catherine R. Howell/		
DATE SIGNED:	02/27/2017		
Total Attachments: 2			
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CONFIRMATORY TRADEMARK ASSIGNMENT AGREEMENT

This Confirmatory Trademark Assignment Agreement ("Agreement") is entered into by and between Sovrn Inc., a Delaware corporation (the "Assignor") and Sovrn Holdings, Inc. a Delaware corporation (the "Assignee") effective as of February 17 2017 (the "Effective Date") and confirms that as of October 16, 2015, Assignor did assign to Assignee, for good and valuable consideration, the receipt and sufficiency of which was acknowledged, all right, title and interest in and to the trademark and the registration identified on Exhibit A (the "Trademark"), together with that portion of the Assignor's business to which the Trademark pertains and all goodwill associated with and symbolized by the Trademark and the registration.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the Effective Date.

SOVRN, INC

By: [Signature]

Name: Walter Krapp

Title: CEO

Date: 2/17/2017

SOVRN HOLDINGS, INC.

By: [Signature]

Name: Walter Krapp

Title: CEO

Date: 2/17/2017

Exhibit A

Trademark	Current Record Owner	Serial No.	Registration No.	Status
LIJIT	Sovm, Inc.	77092312	3936160	Registered