

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM422103

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CPX Interactive LLC		10/28/2016	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	EMX Digital, LLC		
Street Address:	229 West 43rd Street, Floor 8		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	86899104	BREALTIME	
Serial Number:	86554233	BREALTIME	
Serial Number:	87180174	BIDDR 360	
CORRESPONDENCE DATA			
Fax Number:	2125363901		
<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:	2125363900		
Email:	NYPatents@klgates.com		
Correspondent Name:	Andrew L. Reibman		
Address Line 1:	K&L Gates LLP		
Address Line 2:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Beata White		
SIGNATURE:	/Beata White/		
DATE SIGNED:	04/03/2017		
Total Attachments: 3			
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source=9 - Intellectual Property Assignment [EXECUTED]#page2.tif			

CH \$90.00 86899104

INTELLECTUAL PROPERTY ASSIGNMENT

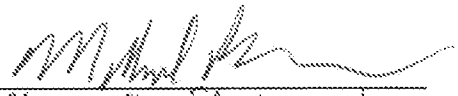
Pursuant and subject to the terms and conditions of that certain Asset Purchase Agreement, dated as of October 28, 2016 (the “Purchase Agreement”), by and among CPX Interactive LLC, a New York limited liability company (“Assignor”), EMX Digital, LLC, a Delaware limited liability company (“Assignee”), and the other parties named therein, Assignor hereby conveys, sells, transfers, assigns, and deliver to the Assignee all of its right, title and interest in and to the Intellectual Property Assets and Intellectual Property Licenses, including those trademark registrations and application for registration listed on Schedule A hereto together with all of the goodwill of the Assignor’s business symbolized by those trademarks (as those terms are defined in the Purchase Agreement). Assignee is successor to the business of the Assignor, or portion thereof, to which the trademark registrations and application pertain, and that business is ongoing and existing.

Assignor authorizes the Commissioner for Patents, the Commissioner for Trademarks, the Register of Copyrights or any other governmental officials to record and register this Intellectual Property Assignment upon request by the Assignee. The Assignor hereby covenants that it will, upon written request therefor and without further consideration, execute and deliver all such instruments of sale, transfer, assignment, and conveyance and all such notices, releases, acquittances, and other documents, and take such other action, as the Assignee may reasonably request to effectively transfer, assign, and convey to, and vest in the Assignee any and all of the Assignor’s right, title, and interest in and to the Intellectual Property Assets and Intellectual Property Licenses and to put the Assignee fully in possession of the Intellectual Property Assets and Intellectual Property Licenses.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed and delivered as of this 28th day of October, 2016.

CPX INTERACTIVE LLC

By: 
Name: Michael Fleiseman
Title: CEO

[Signature Page to Intellectual Property Assignment]

TRADEMARK
REEL: 006025 FRAME: 0822

Schedule A

1. Intellectual Property Registrations

bRealTime

US Serial Number: 86899104



http://tsdr.uspto.gov/#caseNumber=86899104&caseType=SERIAL_NO&searchType=statusSearch

bRealTime

US Serial Number: 86554233

bRealTime

http://tsdr.uspto.gov/#caseNumber=86554233&caseType=SERIAL_NO&searchType=statusSearch

BiddR 360

US Serial Number: 87180174

BiddR 360

http://tsdr.uspto.gov/#caseNumber=87180174&caseType=SERIAL_NO&searchType=statusSearch