

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM476900

<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>
MaassMedia, LLC		05/15/2018	Limited Liability Company: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hero Digital, LLC		
<b>Street Address:</b>	150 Spear St Suite 600		
<b>City:</b>	SAN FRANCISCO		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94105		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4395351	MAASSMEDIA E-MARKETING ANALYTICS	
<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>	astark@paulweiss.com,dewilliams@paulweiss.com,aspoto@paulweiss.com		
<b>Correspondent Name:</b>	Alexander Stark		
<b>Address Line 1:</b>	1285 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10019-6064		
<b>ATTORNEY DOCKET NUMBER:</b>	21569-009		
<b>NAME OF SUBMITTER:</b>	Alexander Stark		
<b>SIGNATURE:</b>	/Alexander Stark/		
<b>DATE SIGNED:</b>	06/06/2018		
<b>Total Attachments: 5</b>			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this "Assignment"), effective as of May 15, 2018 (the "Effective Date"), is entered into by and between MaassMedia, LLC, a Pennsylvania limited liability company ("Assignor"), and Hero Digital, LLC, a Delaware limited liability company ("Assignee").

WITNESSETH:

WHEREAS, Assignor and Assignee et. al. are parties to that certain Asset Purchase Agreement, dated as of May 15, 2018 (as amended, supplemented or otherwise modified from time to time, the "Asset Purchase Agreement");

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor agreed to assign to Assignee all of Assignor's right, title and interest in and to all trademarks of Assignor, including without limitation the trademark registration listed on Schedule A attached hereto (the "Assigned Trademark"); and

WHEREAS, Assignee and Assignor are desirous of executing an instrument of assignment for purposes of recording the assignment of the Assigned Trademark with the United States Patent and Trademark Office.

NOW THEREFORE, in consideration of the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignment. Assignor does hereby irrevocably sell, assign, convey and transfer to Assignee all its right, title and interest (whether statutory, common law or otherwise) in and to the Assigned Trademark, and all goodwill associated with the Assigned Trademark. The foregoing assignment of the Assigned Trademark includes the exclusive rights to (a) apply for and maintain all registrations and renewals thereof, (b) bring actions or otherwise recover for infringements and dilutions thereof, and (c) all other rights of any kind whatsoever of Assignor accruing thereunder or pertaining thereto.

2. Acknowledgment. Assignor hereby acknowledges that from and after the date hereof, Assignee shall be the exclusive owner of all of Assignor's right, title and interest in and to the Assigned Trademark. The parties hereby acknowledge and affirm that their respective rights in and to the Assigned Trademark are more fully set forth in the Asset Purchase Agreement. In the event of any conflict between the terms of this Assignment and the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall govern.

3. Further Assurances. Each party hereto agrees, without any further consideration, to execute and deliver such other documents and to take such other actions as the other may reasonably request in order to effectuate the purposes of this Assignment and to consummate the actions contemplated hereby, including, without limitation, the execution of any assignment agreement as may be necessary to record and effectuate the assignment contemplated herein with the United States Patent and Trademark Office.

4. Binding Effect; Assignment. This Assignment shall be binding upon and inure solely to the benefit of the parties hereto and their respective successors and permitted assigns.

5. Governing Law. This Assignment, and any dispute, claim, legal action, suit, proceeding or controversy (whether in contract or tort) arising out of or relating to this Assignment, or the negotiation, execution or performance of this Assignment (including any cause of action based upon, arising out of or related to any representation or warranty made in or in connection with this Assignment or as an inducement to enter this Assignment), shall be governed by, and construed in accordance with, the Laws (as defined in the Asset Purchase Agreement) of the State of Delaware, without regard to conflict of law principles thereof.

6. Counterparts; Effectiveness. This Assignment may be executed in any number of counterparts, as if the signatures to each counterpart were upon a single instrument, and all such counterparts together shall be deemed an original of this Assignment. Facsimile signatures or signatures received as a pdf attachment to electronic mail shall be treated as original signatures for all purposes of this Assignment. This Assignment shall become effective when, and only when, each party hereto shall have received a counterpart signed by the other parties hereto.

[Signature page follows.]

IN WITNESS HEREOF, this Assignment has been executed as of the date first set forth above.

ASSIGNEE:

HERO DIGITAL, LLC

By: 

Name: David Kilimnik

Title: Chief Executive Officer

ASSIGNOR:

MAASSMEDIA, LLC

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

Name: Aaron Maass


Title: President

IN WITNESS HEREOF, this Assignment has been executed as of the date first set forth above.

ASSIGNEE: HERO DIGITAL, LLC

By: \_\_\_\_\_  
Name: David Kilimnik  
Title: Chief Executive Officer


ASSIGNOR: MAASSMEDIA, LLC

By:   
Name: Aaron Maass  
Title: President

[Signature Page to the Trademark Assignment Agreement – MaassMedia]

TRADEMARK  
REEL: 006409 FRAME: 0660

Schedule A

Mark	Jurisdiction	Application No./ Filing Date	Reg. No./ Reg. Date	Int'l Classes	Owner
MAASSMEDIA E- MARKETING ANALYTICS 	US Federal	85815740 04-JAN-2013	4395351 03-SEP-2013	35	MaassMedia, LLC