

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM491572

|   |  |                       |                    |
|---|--|-----------------------|--------------------|
| <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> |
| Mass Relevance, Inc.  |  | 09/26/2018            | Corporation:       |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                    |
| <b>Name:</b>  | Spredfast, Inc.                                    |                       |                    |
| <b>Street Address:</b>  | 200 W. Cesar Chavez Street                         |                       |                    |
| <b>Internal Address:</b>  | Suite 600  |                       |                    |
| <b>City:</b>  | Austin   |                       |                    |
| <b>State/Country:</b>   | TEXAS  |                       |                    |
| <b>Postal Code:</b>   | 78701  |                       |                    |
| <b>Entity Type:</b>   | Corporation: DELAWARE                              |                       |                    |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |                       |                    |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                    |
| <b>Serial Number:</b>   | 85218522   | MASS RELEVANCE        |                    |
| <b>Serial Number:</b>   | 85909167   | MASS RELEVANCE        |                    |
| <b>Serial Number:</b>   | 85922611   |                       |                    |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                    |
| <b>Fax Number:</b>  | 6505669912   |                       |                    |
| <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>   | 650-566-9912                                       |                       |                    |
| <b>Email:</b>   | docketing@kokkalaw.com                             |                       |                    |
| <b>Correspondent Name:</b>  | KOKKA & BACKUS, PC                                 |                       |                    |
| <b>Address Line 1:</b>  | Attn.: Scott S. Kokka                              |                       |                    |
| <b>Address Line 2:</b>  | 550 S. California Ave., Suite 300                  |                       |                    |
| <b>Address Line 4:</b>  | Palo Alto, CALIFORNIA 94306                        |                       |                    |
| <b>NAME OF SUBMITTER:</b>   | Scott S. Kokka                                     |                       |                    |
| <b>SIGNATURE:</b>   | /Scott S. Kokka/                                   |                       |                    |
| <b>DATE SIGNED:</b>   | 09/26/2018   |                       |                    |
| <b>Total Attachments: 3</b>   |  |                       |                    |
| source=Mass Relevance, Inc. Trademark Assignment (Executed 9-26-2018)#page1.tif   |  |                       |                    |
| source=Mass Relevance, Inc. Trademark Assignment (Executed 9-26-2018)#page2.tif   |  |                       |                    |

OP \$90.00 85218522



## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** ("Assignment") effective April 17, 2018, is made and entered into by and between Mass Relevance, Inc. ("Mass Relevance"), a Delaware corporation, with a principal office at 200 W. Cesar Chavez, Suite 600, Austin, Texas 78701, ("Assignor"), and Spredfast, Inc., a Delaware corporation, with a principal office at 200 W. Cesar Chavez Street, Suite 600, Austin, Texas 78701 ("Assignee").

**WHEREAS**, Assignor wishes to assign to Assignee, and Assignee wishes to accept the assignment of, the United States trademark registrations and/or trademark applications set forth on Schedule A, together with the goodwill of the business associated therewith (collectively, the "Marks"); and

**WHEREAS**, Assignor represents and warrants that it is the sole owner of all right, title and interest in and to the Marks and that it has adopted, used, and is using the Marks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee the entire right, title and interest in and to the Marks together with the good will of the business symbolized by the Marks, for the United States and therefor, any resulting registrations, renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the execution date or thereafter, including, without limitation, all causes of action, rights or remedies, including but not limited to all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to initiate judicial proceedings (or administrative proceedings or other proceedings) and to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

Assignor shall, at Assignee's expense (with reasonable compensation from Assignee to Assignor), take reasonable further actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all reasonable cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation),

requested by Assignee to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to the following: (1) the preparation and prosecution of any application for registration, or any application for renewal of a registration, relating to any of the rights assigned herein; (2) the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the Marks and this Assignment; (3) obtaining any additional trademark protection relating to rights assigned herein that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or in any foreign country; and (4) in the implementation or perfection of this Assignment in all applicable jurisdictions throughout the world.

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the latest date (i.e., the execution date) set forth below.

**Mass Relevance, Inc.**

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

Name: Melissa Frugé

Title: Chief Legal Officer and General Counsel

Date: September 26, 2018

**Spredfast, Inc.**

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



Name: Melissa Frugé

Title: Chief Legal Officer and General Counsel

Date: September 26, 2018

## SCHEDULE A

### U.S. TRADEMARK PROPERTIES

| <b>Trademark Application No.</b> | <b>Filing Date</b> | <b>Trademark Registration No.</b> | <b>Registration Date</b> | <b>Mark</b>   |
|----------------------------------|--------------------|-----------------------------------|--------------------------|---|
| 85/218,522                       | 1/14/2011          | 4,009,584                         | 8/9/2011                 |  <b>Mass Relevance</b> |
| 85/909,167                       | 4/19/2013          | 4,461,519                         | 1/7/2014                 | MASS RELEVANCE  |
| 85/922,611                       | 5/3/2013           | 4,557,198                         | 6/24/2014                |                      |