

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM508264

<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>
Krux Digital, LLC		01/29/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	salesforce.com, inc.		
<b>Street Address:</b>	415 Mission Street, 3rd Floor		
<b>Internal Address:</b>	Salesforce Tower		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94105		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85485757	DATA SENTRY	
<b>Serial Number:</b>	87050165	INTELLIGENT MARKETING HUB	
<b>Serial Number:</b>	85485754	KRUX	
<b>Serial Number:</b>	85538523	KRUX INTERCHANGE	
<b>Serial Number:</b>	86525931	KRUX LINK	
<b>Serial Number:</b>	86554015	REAL-TIME NO LIMITS DMP	
<b>Serial Number:</b>	85485758	SUPERTAG	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4157735759		
<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>	4157735700		
<b>Email:</b>	ipprosecutionsf@orrick.com		
<b>Correspondent Name:</b>	Beth M. Goldman		
<b>Address Line 1:</b>	2050 Main Street, Suite 1100		
<b>Address Line 2:</b>	Orrick, Herrington & Sutcliffe LLP		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614-8255		
<b>ATTORNEY DOCKET NUMBER:</b>	27263-6058		

CH \$190.00 85485757

<b>NAME OF SUBMITTER:</b>	Betsy Wang Lee
<b>SIGNATURE:</b>	/Betsy Wang Lee/
<b>DATE SIGNED:</b>	02/01/2019
<b>Total Attachments: 3</b> source=KruX Digital LLC - Assignment#page1.tif source=KruX Digital LLC - Assignment#page2.tif source=KruX Digital LLC - Assignment#page3.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is made and entered into as of January 29, 2019, by and between Krux Digital, LLC, a Delaware limited liability company ("*Assignor*") and salesforce.com, inc., a Delaware corporation ("*Assignee*").

WHEREAS, the parties agree that Assignor will assign all of the Assignor's rights, title and interest in and to all of the trademarks, service marks, and trade names, together with any common law rights in, as well as the goodwill associated with and symbolized by them, including, without limitation, those trademarks, service marks, and trade names listed in Exhibit A hereto (all such trademarks, service marks, and trade names referred to collectively as the "*Assigned Trademarks*").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, the Assignor and the Assignee each agree as follows:

1. Assignment. Assignor assigns, transfers, conveys and delivers to the Assignee and its successors and assigns, and the Assignee accepts from the Assignor, all of Assignor's rights, title and interest in, to, and under the Assigned Trademarks, including, without limitation, all common law trademarks for which no applications or registrations exist, all applications to register any of the Assigned Trademarks, and all registrations that have been or may be granted for any of the Assigned Trademarks, together with all common law rights associated with the applications and registrations, and all goodwill associated with the Assigned Trademarks and symbolized thereby, along with that portion of the business which is ongoing and existing to which the trademarks pertain, together with the right to sue and recover damages for future, present, and past infringements of the Assigned Trademarks and to fully and entirely stand in the place of the Assignor in all matters related to the Assigned Trademarks.

2. Further Assurances.

a. The Assignor agrees to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in relevant state and national trademark offices.

b. Assignor grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office, or rules of other entities including but not limited to United States or foreign governments or patent offices, for recordation of this document.

c. Assignor represents that Assignor has the rights, titles, and interests to convey as set forth herein, and covenants with Assignee that the Assignor has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the right, title, and interest herein conveyed.

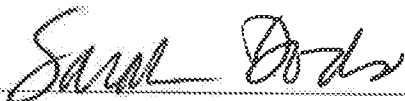
3. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by each party. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors.

4. This Assignment may be executed in one or more counterparts, and by each party in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement.

Krux Digital, LLC (Assignor)

salesforce.com, inc. (Assignee)

By:



By:



Name:

SARAH DODS

Name:

DAVID M. SIMON

Title:

PRESIDENT/SECRETARY

Title:

SR. VICE PRESIDENT

Date:

JANUARY 29, 2019

Date:

JANUARY 29, 2019

**EXHIBIT A**

**Trademarks:**

COUNTRY	TRADEMARK	CLASSES	APPL. NO.	APPL. DATE	REG. NO.	REG. DATE
EUTM	INTELLIGENT MARKETING HUB	42	015515687	Jun-8-2016		
EUTM	SUPERTAG	42	010933414	Jun-1-2012		
EUTM	DATA SENTRY	42	010933588	Jun-1-2012	010933588	Oct-26-2012
EUTM	KRUX	42	010933273	Jun-1-2012	010933273	Oct-30-2012
EUTM	KRUX INTERCHANGE	42	010933786	Jun-1-2012	010933786	Oct-30-2012
United States of America	KRUX	42	85485754	Dec-2-2011	4378418	Aug-6-2013
United States of America	KRUX INTERCHANGE	42	85538523	Feb-9-2012	4868965	Dec-15-2015
United States of America	KRUX LINK	42	86525931	Feb-5-2015	4965755	May-24-2016
United States of America	SUPERTAG	42	85485758	Dec-2-2011	4344329	May-28-2013
United States of America	DATA SENTRY	42	85485757	Dec-2-2011	4232759	Oct-30-2012
United States of America	REAL-TIME NO LIMITS DMP	42	86554015	Mar-5-2015		
United States of America	INTELLIGENT MARKETING HUB	42	87050165	May-25-2016		