

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM509327

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Visible Measures Corp.		02/06/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	AcuityAds Inc.		
Street Address:	181 Bay Street, Suite 320		
City:	Toronto, Ontario		
State/Country:	CANADA		
Postal Code:	M5J2T3		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5306911	SHARE OF ATTENTION	
Registration Number:	5301898	SHARE OF ATTENTION	
CORRESPONDENCE DATA			
Fax Number:	3127595646		
<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:	(312) 338-5939		
Email:	Genevieve.Charlton@btlaw.com		
Correspondent Name:	Barnes & Thornburg LLP - G.E. Charlton		
Address Line 1:	PO Box 2786		
Address Line 4:	Chicago, ILLINOIS 60690-2786		
ATTORNEY DOCKET NUMBER:	76840/TBD		
DOMESTIC REPRESENTATIVE			
Name:	Barnes & Thornburg LLP - G.E. Charlton		
Address Line 1:	PO Box 2786		
Address Line 4:	Chicago, ILLINOIS 60690-2786		
NAME OF SUBMITTER:	Genevieve E. Charlton		
SIGNATURE:	/gecharlton/		
DATE SIGNED:	02/07/2019		

OP \$65.00 5306911

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Visible Measures Corp. (hereinafter “VISIBLE MEASURES”), a corporation organized under the laws of Delaware, with an address of 143 South Street, 5th Floor Boston, Massachusetts 02111, owns common law and registered trademark rights for the following marks:

Mark	Source of Rights	Reg. No.	Jurisdiction
SHARE OF ATTENTION	Common Law and Registered	5306911	United States
SHARE OF ATTENTION	Registered and Common Law	5301898	United States
SHARE OF ATTENTION	Registered and Common Law	1253246	International Registration – EU Designation
TRUE REACH	Common Law		United States
SKIPSTREAM	Common Law		United States

WHEREAS, these foregoing common law and registered trademark rights are hereinafter collectively referred to as the “VISIBLE MEASURES Marks;”

WHEREAS, AcuityAds Inc., a corporation organized under the laws of Canada, with an address of 181 Bay Street, Suite 320 Toronto, Ontario, Canada M5J2T3 (hereinafter “ACUITYADS”), desires to acquire all of VISIBLE MEASURES’ trademark rights to the VISIBLE MEASURES Marks;

NOW THEREFORE, for good, valuable, and sufficient consideration, receipt of which is hereby acknowledged, VISIBLE MEASURES irrevocably and unconditionally transfers, sells, and assigns to ACUITYADS, and ACUITYADS accepts, all right, title, and interest in and to the VISIBLE MEASURES Marks, together with the goodwill symbolized by the VISIBLE MEASURES Marks and the right to sue and collect for all causes of action, all future, present, and past infringements thereof, including infringements that may have occurred prior to the execution of this Assignment, and other relief, including equitable or injunctive relief and to which VISIBLE MEASURES is or would have been entitled had the Assignment not been made.

[SIGNATURES ON FOLLOWING PAGE]

VISIBLE MEASURES CORP.

By: _____

Name: Jonathan Pollock

Title: CFO

ACUITYADS INC.

By: _____

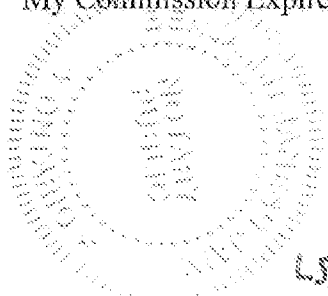
Name: Jonathan Pollock

Title: CFO

SUBSCRIBED and SWORN to before me
this 6 of February, 2019.

Benjamin Jain
Notary Public

My Commission Expires: _____

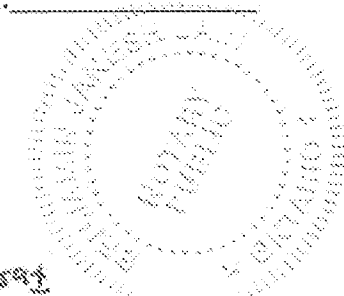


LSO# 72251E

SUBSCRIBED and SWORN to before me
this 6 of February, 2019.

Benjamin Jain
Notary Public

My Commission Expires: _____



LSO# 72251E