

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM524590

<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>
Placed, Inc.		05/20/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Snap Inc.		
<b>Street Address:</b>	2772 Donald Douglas Loop North		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90405		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85552508	PLACED	
<b>Serial Number:</b>	85902811	PLACE GRAPH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8582720221		
<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>	858-272-0220		
<b>Email:</b>	trademarks@ipla.com		
<b>Correspondent Name:</b>	John M. Kim		
<b>Address Line 1:</b>	4445 Eastgate Mall, Suite 200		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92121		
<b>NAME OF SUBMITTER:</b>	John M. Kim		
<b>SIGNATURE:</b>	/John M. Kim/		
<b>DATE SIGNED:</b>	05/22/2019		
<b>Total Attachments: 4</b>			
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## ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (the "Assignment") is effective July 20, 2017, by and between Placed, Inc., a Delaware corporation ("Assignor"), and Snap Inc., a Delaware corporation ("Assignee") and the successor to Assignor's entire business.

### RECITALS

A. Assignor is the owner of record of the trademark registration attached hereto as Exhibit 1 (the "Trademark").

B. Assignor is desirous of assigning to Assignee all right, title, interest, and goodwill in the Trademark and all related rights in its business. Assignee is desirous of accepting such assignment.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows.

### AGREEMENT

1. Assignment. Assignor hereby assigns to Assignee all right, title, and interest in and to the Trademark, including the goodwill, business, and all related rights. Assignee accepts such assignment.

2. Execution and Delivery. Assignor agrees to execute and deliver all papers, instruments, and assignments and to perform any other reasonable acts the Assignee may require in order to vest all right, title, and interest in and to the Trademark and any related rights to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment.

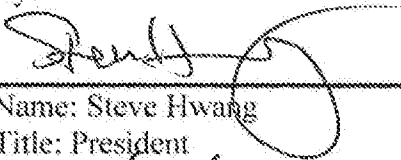
AGREED:

**Placed, Inc. (Assignor)**

**Snap Inc. (Assignee)**

By:

By:

  
Name: Steve Hwang  
Title: President  
Date: 7/20/17  
2911 2<sup>nd</sup> Avenue, Unit 111  
Seattle, Washington 98121  
United States


  
Name: Matthew A. Stratton  
Title: Associate General Counsel, IP  
Date: May 16, 2019  
2772 Donald Douglas Loop North  
Santa Monica, California 90405  
United States

Exhibit 1

Mark	Serial No.	Reg. No.	Country	Owner Name
PLACE GRAPH	85902811	4512850	US	Snap Inc.

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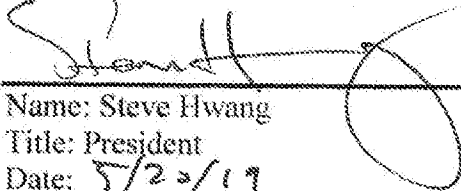
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AGREED:

**Placed, Inc. (Assignor)**

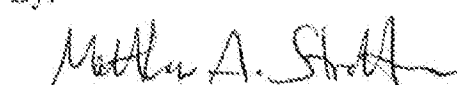
**Snap Inc. (Assignee)**

By:



Name: Steve Hwang  
Title: President  
Date: 5/20/17  
2911 2<sup>nd</sup> Avenue, Unit 111  
Seattle, Washington 98121  
United States

By:



Name: Matthew A. Stratton  
Title: Associate General Counsel, IP  
Date: May 16, 2019  
2772 Donald Douglas Loop North  
Santa Monica, California 90405  
United States

Exhibit 1

Mark	Serial No.	Reg. No.	Country	Owner Name
PLACED	85552508	4239322	US	Placed, Inc.