

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM529415

<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>
Snap Inc.		06/26/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Placed, LLC		
<b>Street Address:</b>	2025 1st Avenue		
<b>Internal Address:</b>	Floor 4		
<b>City:</b>	Seattle		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98121		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4239322	PLACED	
<b>Registration Number:</b>	4512850	PLACE GRAPH	
<b>Registration Number:</b>	5438078	PANEL	
<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>	8582720220		
<b>Email:</b>	trademarks@ipla.com		
<b>Correspondent Name:</b>	John M. Kim		
<b>Address Line 1:</b>	4445 Eastgate Mall		
<b>Address Line 2:</b>	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>	06/26/2019		
<b>Total Attachments: 6</b>			
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source=Assignment Snap Inc to Placed LLC (PLACED) (June 26, 2019)#page2.tif			

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## ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (the "Assignment") is entered into effective June 26, 2019, by and between Snap Inc., a Delaware corporation ("Assignor"), and Placed, LLC, a Delaware limited liability company ("Assignee").

### 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 offered in connection with the Trademark. 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 and related rights in its business offered in connection with the Trademark. 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.

WHEREFORE, the parties have executed this Assignment as of the date first set forth above.

**Snap Inc. (Assignor)**

**Placed, LLC (Assignee)**

By:

By:



Name: Matthew A. Stratton  
Title: Associate General Counsel, IP  
Date: 6/26/2019

Name: Atul Porwal  
Title: Manager  
Date: 6-26-2019

Exhibit 1

<b>Mark</b>	<b>Serial No.</b>	<b>Reg. No.</b>	<b>Country</b>	<b>Owner Name</b>
PLACED	85552508	4239322	US	Snap Inc.

## ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (the "Assignment") is entered into effective June 26, 2019, by and between Snap Inc., a Delaware corporation ("Assignor"), and Placed, LLC, a Delaware limited liability company ("Assignee").

### 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 offered in connection with the Trademark. 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.

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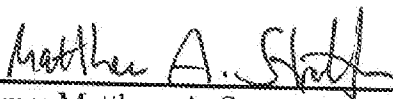
WHEREFORE, the parties have executed this Assignment as of the date first set forth above.

Snap Inc. (Assignor)

Placed, LLC (Assignee)

By:

By:

  
\_\_\_\_\_

  
\_\_\_\_\_

Name: Matthew A. Stratton  
Title: Associate General Counsel, IP  
Date: 6/26/2019

Name: Atul Porwal  
Title: Manager  
Date: 6-26-2019

Exhibit 1

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

## ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (the "Assignment") is entered into effective June 26, 2019, by and between Snap Inc., a Delaware corporation ("Assignor"), and Placed, LLC, a Delaware limited liability company ("Assignee").

### RECITALS

A. Assignor is the owner of record of the trademark registration attached hereto as Exhibit I (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 offered in connection with the Trademark. 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.

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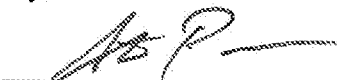

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By:

By:



Name: Matthew A. Stratton

Name: Atul Porwal

Title: Associate General Counsel, IP

Title: Manager

Date: 6/26/2019

Date: 6-26-2019

**Exhibit 1**

<b>Mark</b>	<b>Serial No.</b>	<b>Reg. No.</b>	<b>Country</b>	<b>Owner Name</b>
PANEL	87600098	5438078	US	Snap Inc.