

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM535019

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	07/02/2019		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Data Plus Math Corporation		08/01/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LiveRamp, Inc.		
<b>Street Address:</b>	225 Bush Street, 17th Floor		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94104		
<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>	87850181	CONVERSION POWER	
<b>Serial Number:</b>	87850174	TV PIXEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5013769442		
<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>	(501) 371-0808		
<b>Email:</b>	jdougherty@wlj.com		
<b>Correspondent Name:</b>	J. CHARLES DOUGHERTY		
<b>Address Line 1:</b>	200 W. CAPITOL AVE., SUITE 2300		
<b>Address Line 4:</b>	LITTLE ROCK, ARKANSAS 72201		
<b>NAME OF SUBMITTER:</b>	J. Charles Dougherty		
<b>SIGNATURE:</b>	/J. Charles Dougherty/		
<b>DATE SIGNED:</b>	08/02/2019		
<b>Total Attachments: 1</b>			
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TRADEMARK ASSIGNMENT

WHEREAS, **Data Plus Math Corporation**, a Delaware corporation ("Assignor"), has adopted, used, and is using marks for which a registration application has been filed in the United States Patent and Trademark Office as the following ("the Marks"):

CONVERSION POWER	87/850,181
TV PIXEL	87/850,174

WHEREAS, **LiveRamp, Inc.**, a Delaware corporation ("Assignee"), desires to acquire the Marks and the registration applications therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor assigns to Assignee (1) all right, title, and interest in and to the Marks and their registration applications, including without limitation any and all worldwide common law rights, together with the goodwill of the business symbolized by the Marks; and (2) the right to bring any cause of action and recover damages and other remedies in respect of any past, current, or future infringement of, or other violation of the rights, related to or arising from the Marks.

The assignment of rights stated herein shall be effective as of July 2, 2019.

Assignor agrees to cooperate with Assignee in all matters related to the protection, registration, and enforcement of the Marks, including without limitation executing all necessary or desirable documents and oaths necessary to effectuate or record this assignment and providing testimony and information regarding all prior use of the Marks.

**Data Plus Math Corporation**

By: Catherine L. Hughes  
Name: Catherine L. Hughes  
Title: Secretary  
Date: August 1, 2019

Acknowledged:

**LiveRamp, Inc.**

By: Catherine L. Hughes  
Name: Catherine L. Hughes  
Title: Secretary  
Date: August 1, 2018