

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM540750

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sizmek DSP, Inc.	FORMERLY Rocket Fuel, Inc.	07/19/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Zeta Global Corp.		
Street Address:	185 Madison Avenue, 5th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 24			
Property Type	Number	Word Mark	
Registration Number:	5110180	ROCKET FUEL	
Registration Number:	5073983	MARKETING THAT LEARNS	
Registration Number:	4236217	AUDIENCE ACCELERATOR	
Registration Number:	4042162	ROCKET FUEL CONNECT	
Registration Number:	4034976	CAMPAIGNS RUN BETTER ON ROCKET FUEL.	
Registration Number:	4001908	TRUELIFT	
Registration Number:	3997440	WE'RE BRINGING ROCKET SCIENCE TO DIGITAL	
Registration Number:	3993088	FASHION BOOSTER	
Registration Number:	3993076	AUTO BOOSTER	
Registration Number:	3993075	HOLIDAY SHOPPING BOOSTER	
Registration Number:	3993073	MOBILE BOOSTER	
Registration Number:	3993071	VIDEO BOOSTER	
Registration Number:	3993070	SEARCH BOOSTER	
Registration Number:	3993069	RETARGETING BOOSTER	
Registration Number:	3993067	AUDIENCE BOOSTER	
Registration Number:	3993064	SOCIAL BOOSTER	
Registration Number:	3985363	INSIGHTS BOOSTER	
Registration Number:	3952678	DR BOOSTER	
Registration Number:	3952676	DIRECT RESPONSE BOOSTER	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	4334659	MOMENTS OF INFLUENCE
Registration Number:	4344067	ADVERTISING THAT LEARNS
Registration Number:	3993878	ROCKETFUEL
Registration Number:	3648573	ROCKET FUEL
Registration Number:	3993090	HOTEL CASINO BOOSTER

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 5124926413

Email: tmg@slwip.com

Correspondent Name: Pamela B. Huff

Address Line 1: PO Box 2938

Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	4525.000002
NAME OF SUBMITTER:	Pamela B. Huff
SIGNATURE:	/Pamela B. Huff/
DATE SIGNED:	09/13/2019

Total Attachments: 4

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ASSIGNMENT

WHEREAS, SIZMEK DSP, INC. ("Assignor"), formerly known as Rocket Fuel, Inc., a Delaware corporation, with its principal address at Pacific Shores Center, 1900 Seaport Boulevard, Redwood City, California, 94063-5587, USA, owns all right, title, and interest in and to the trademarks shown on Exhibit A (the "Marks"); and

WHEREAS, ZETA GLOBAL CORP. ("Assignee"), a Delaware corporation, having its principal address at 185 Madison Avenue, 5th Floor, New York, New York, 10016, USA, 11255, desires to acquire all right, title, and interest in and to said Marks, the goodwill of the business symbolized thereto, and the underlying business associated therewith;

WHEREAS, pursuant to the terms of the Asset Purchase Agreement dated as of April 18, 2019 (the "Asset Purchase Agreement"), Assignor has agreed to convey, transfer, and assign to Assignee, among other assets, the Intellectual Property (as that term is defined in the Asset Purchase Agreement), and has agreed to execute and deliver this Assignment.

NOW, THEREFORE, in consideration for the execution of the Asset Purchase Agreement, the payment of the consideration stipulated in the Asset Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, and convey to Assignee all of its right, title, and interest in and to said Marks, all rights derived from or associated with use of the Marks by Assignor, together with the goodwill of the business symbolized thereto and the underlying business associated therewith, and the right to recover for past infringement of said Marks. Assignor represents and warrants that it has not previously assigned, licensed, or conveyed any interest in said Marks or the other rights referenced herein, and Assignor agrees to execute any further lawful documents needed to give full force and effect to this instrument.

Executed this 19 day of July, 2019, in New York, NY, USA.

Sizmek DSP, Inc., a Delaware corporation
("Assignor")

By: 

Name: George Pappachen

Title: Corporate Secretary

Zeta Global Corp., a Delaware corporation
("Assignee")

By: 


Name: Steven Vire

Title: EVP


TRADEMARK

REEL: 006744 FRAME: 0495

EXHIBIT A

TRADEMARK	COUNTRY	APP. NO.	REG. NO.
MARKETING THAT LEARNS	Australia	1708633	1708633
ROCKET FUEL	Australia	1646500	1646500
ROCKET FUEL	Australia	1645151	1645151
ROCKET FUEL	Canada	1700902	TMA986637
ADVERTISING THAT LEARNS	EUTM	11406221	11406221
DIRECT RESPONSE BOOSTER	EUTM	9620279	9620279
DR BOOSTER	EUTM	9620105	9620105
MARKETING THAT LEARNS	EUTM	14394696	14394696
MISSION CONTROL	EUTM	13633698	13633698
MOMENTS OF INFLUENCE	EUTM	11507712	11507712
REAL-TIME BRAND OPTIMIZATION	EUTM	9620394	9620394
ROCKET FUEL	EUTM	12853396	12853396
ROCKET FUEL	EUTM	9573924	9573924
 Artificial intelligence. Real results.	EUTM	13363841	13363841
SAFE PIXEL	EUTM	12174249	12174249
ROCKET FUEL	United States	86242797	5110180
MARKETING THAT LEARNS	United States	86530963	5073983

TRADEMARK	COUNTRY	APP. NO.	REG. NO.
AUDIENCE ACCELERATOR	United States	85408801	4236217
ROCKET FUEL CONNECT	United States	85290791	4042162
CAMPAIGNHS RUN BETTER ON ROCKET FUEL.	United States	85257034	4034976
TRUELIFT	United States	85189762	4001908
WE'RE BRINGING ROCKET SCIENCE TO DIGITAL ADVERTISING.	United States	85201137	3997440
HOTEL CASINO BOOSTER	United States	85178336	3993090
FASHION BOOSTER	United States	85178325	3993088
AUTO BOOSTER	United States	85177928	3993076
HOLIDAY SHOPPING BOOSTER	United States	85177915	3993075
MOBILE BOOSTER	United States	85177909	3993073
VIDEO BOOSTER	United States	85177868	3993071
SEARCH BOOSTER	United States	85177837	3993070
RETARGETING BOOSTER	United States	85177832	3993069
AUDIENCE BOOSTER	United States	85177820	3993067
SOCIAL BOOSTER	United States	85177767	3993064
INSIGHTS BOOSTER	United States	85177849	3985363
DR BOOSTER	United States	85075703	3952678
DIRECT RESPONSE BOOSTER	United States	85075586	3952676
MOMENTS OF INFLUENCE	United States	85734371	4334659

TRADEMARK	COUNTRY	APP. NO.	REG. NO.
ADVERTISING THAT LEARNS	United States	85647407	4344067
 rocketfuel	United States	85201128	3993878
ROCKET FUEL	United States	77467789	3648573