

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM550861

<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>
Connexity, Inc.		11/14/2019	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Connexity Audience, Inc.		
<b>Street Address:</b>	2120 Colorado Ave., Ste. 400		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90404		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2882957	HITWISE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	5038449009		
<b>Email:</b>	docketing@ganzlaw.com		
<b>Correspondent Name:</b>	Ganz Pollard, LLC		
<b>Address Line 1:</b>	P.O. Box 2200		
<b>Address Line 4:</b>	Hillsboro, OREGON 97123		
<b>NAME OF SUBMITTER:</b>	Rachel A. Townsend		
<b>SIGNATURE:</b>	/Rachel A. Townsend/		
<b>DATE SIGNED:</b>	11/25/2019		
<b>Total Attachments: 4</b>			
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OP \$40.00 2882957

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** (this “**Assignment**”), effective as of November 14, 2019, is by and between Connexity, Inc., a corporation organized under the laws of the state of Delaware (“**Assignor**”) and Connexity Audience, Inc. a corporation organized under the laws of the state of Delaware, both having their principal offices at 2120 Colorado Ave. Suite 400, Santa Monica, CA, 90404 (“**Assignee**”).

**WHEREAS**, Assignor owns its entire right, title and interest, whether statutory or common law rights, in and to the trademarks, including, without limitation, the trademarks and registrations listed on Schedule A, as well as any divisional applications and other counterpart applications based on any listed registration (the “**Assigned Trademarks**”);

**NOW THEREFORE**, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Assigned Trademarks, therefor, and all goodwill of all of the business symbolized by and associated with the Assigned Trademarks.

Assignor also assigns its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement of the rights assigned under this Assignment.

The parties hereto authorize and request that the respective Trademark Offices of the relevant jurisdictions record and recognize Assignee as the assignee and owner of the Assigned Trademarks.

Assignor agrees to execute any additional documents and to take such other actions as may be necessary to transfer to Assignee its entire right, title and interest in and to the Assigned Trademarks.

IN WITNESS WHEREOF, Assignee hereunto signed on the day and year set forth below.

On behalf of **CONNEXITY, INC.**

By:   
NAME: BLYTHE HOLDEN  
Title: EVP and Chief Legal Officer

11/14/19  
DATE

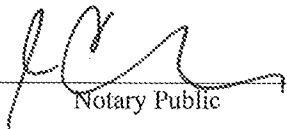
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California,  
County of Los Angeles )

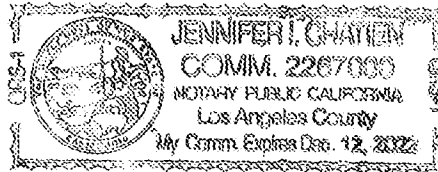
On November 14, 2019 before me, Jennifer Chatien, Notary Public, personally appeared Blythe Holden who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature   
Notary Public

(Seal)



IN WITNESS WHEREOF, Assignee hereunto signed on the day and year set forth below.

On behalf of **CONNEXITY AUDIENCE, INC.**

By: *Blythe Holden*  
NAME: BLYTHE HOLDEN  
Title: EVP & Chief Legal Officer

11/14/19  
DATE

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California,  
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WITNESS my hand and official seal.

Signature *J Chatien*  
Notary Public

(Seal)



## Schedule A

MARK / TITLE	COUNTRY NAME	APPLICATION NUMBER	DATE FILED	REGISTRATION NUMBER	REGISTRATION DATE
HITWISE	AU	845959	Aug 10, 2000	845959	Jun 13, 2001
AudienceView	AU	1728241	Mar 25, 2015	1728241	Feb 11, 2016
HITWISE	BR	830397086	Oct 7, 2009	830397086	Aug 7, 2012
HITWISE	BR	830397116	Oct 7, 2009	830397116	Aug 7, 2012
HITWISE	BR	830397108	Oct 7, 2009	830397108	Jul 30, 2019
HITWISE	CA	1548692	Oct 21, 2011	TMA901437	Apr 17, 2015
HITWISE	EU	003881414	Jun 11, 2004	003881414	Feb 8, 2006
AudienceView	EU	013871058	Mar 24, 2015	013871058	Aug 27, 2015
AudienceView	IB (WIPO)	1269053	Mar 25, 2015	1269053	Mar 25, 2015
AudienceView	NZ	1029792	Mar 25, 2015	1029792	Mar 25, 2015
AudienceView	UK	UK00002637102	Oct 4, 2012	UK00002637102	Apr 12, 2013
AudienceView	US	79174283	Mar 25, 2015	4934713	Apr 12, 2016
HITWISE	US	78143802	Jul 15, 2002	2882957	Sep 7, 2004