

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM565404

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900533984		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ericsson Inc.		01/31/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Leone Media Inc.		
Street Address:	251 Little Falls Drive		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2636152	WATCHPOINT	
Registration Number:	2640688	MEDIAPATH	
CORRESPONDENCE DATA			
Fax Number:	2149993623		
<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>			
Phone:	2149994487		
Email:	ipdocketing@foley.com		
Correspondent Name:	Jason Fulmer		
Address Line 1:	2021 McKinney Ave., Suite 1600		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	123138-3005		
NAME OF SUBMITTER:	Tuan Q. Tran		
SIGNATURE:	/Tuan Q. Tran/		
DATE SIGNED:	03/05/2020		
Total Attachments: 8			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Agreement") dated as of January 31, 2019 (the "Effective Date") by and between:

- (i) Ericsson Inc., a corporation organized and existing under the laws of the state of Delaware, with its registered office presently located at 6300 Legacy Drive, Plano, Texas 75204 ("Assignor"); and
- (ii) Leone Media Inc., a company incorporated under the laws of Delaware, and having its registered office at 251 Little Falls Drive, Wilmington, DE 19808 ("Assignee").

WITNESSETH:

WHEREAS, Assignor now wishes to transfer its rights in the Assigned Trademarks (as defined below) to Assignee as further set forth below.

NOW, THEREFORE, in consideration of the foregoing and the mutual promises and agreements contained in this Agreement, and for other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. Assignor hereby transfers, assigns and conveys to Assignee its right, title, and interest throughout the world (under any and all laws and in any and all jurisdictions) in and to all of the trademarks and trademark applications set forth on Schedule A attached hereto, in each case together with all goodwill of the business related therewith (collectively, the "Assigned Trademarks"). Pursuant to the foregoing assignment, each of the Assigned Trademarks shall hereafter be for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this Agreement had not been made. The foregoing assignment includes, without limitation, the rights of Assignor, if any, to (A) register or apply for registration of the Assigned Trademarks in all countries and regions as trademarks, service marks, trade dress, trade names and domain names for the Assigned Trademarks; (B) prosecute, maintain and defend the Assigned Trademarks before any public or private agency, office or registrar; (C) claim priority based on the filing dates of any of the Assigned Trademarks under the Convention Establishing the World Intellectual Property Organization, the Paris Convention, the European Union Intellectual Property Office, the African Regional Intellectual Property Organisation, and all other international and regional treaties of like purposes; and (D) sue and recover damages or other compensation for past, present or future infringements thereof, the right to sue and obtain equitable relief, including injunctive relief, in respect of such infringements, and the right to fully and entirely stand in the place of Assignor in all matters related to the Assigned Trademarks.

2. Authorization. Assignor also hereby expressly authorizes the respective trademark office or governmental agency in each and every jurisdiction worldwide (including the Commissioner of Patents and Trademarks in the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries or multinational authorities) (the “**Applicable IP Offices**”) to: (A) issue any and all trademarks or equivalent which may be granted upon any of the Assigned Trademarks in the name of Assignee, as the assignee to Assignor’s interest therein; and (B) record Assignee as the assignee of the Assigned Trademarks and to deliver to Assignee, and to Assignee’s attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Agreement.

3. Further Assurances. Each party hereby agrees to execute and deliver to the other party all necessary documents and take all necessary actions reasonably requested by such party from time to time to confirm or effect the assignments set forth in this Agreement, or otherwise to carry out the purposes of this Agreement, including, without limitation, by providing executed originals of short-form assignment agreements for filing or otherwise evidencing the assignments set forth in this Agreement with the Applicable IP Offices; provided, however, that nothing contained herein shall obligate Assignor to incur any out-of-pocket cost or pay any expense in connection therewith.

4. Governing Law. This Agreement shall be governed by the laws of Delaware.

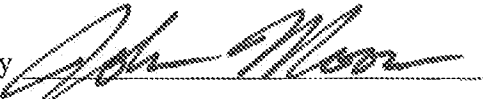
5. General Provisions. This Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same instrument. Delivery of an executed counterpart of a signature page to this Agreement by facsimile or electronic mail shall be as effective as delivery of a manually executed counterpart of this Agreement. This Agreement may not be supplemented, altered, or modified in any manner except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Agreement shall not waive any of its rights under such terms or provisions.

[Remainder of this page intentionally left blank.]

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed by their respective duly authorized representative as of the Effective Date.

Assignor:

ERICSSON INC.

By 

Name: *John Moore*

Title: *Vice President*

Assignee:

LEONE MEDIA INC.

By  _____

Name: James Koven

Title: President

By _____

Name: Andrew Dunn

Title: Vice President

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 006883 FRAME: 0389


Assignee:

LEONE MEDIA INC.

By _____

Name: James Koven

Title: President

By  _____

Name: Andrew Dunn

Title: Vice President

Schedule A

LIST OF ASSIGNED TRADEMARKS

Country	Mark	Registration Number	Registration date
Australia	WATCHPOINT	838672	2000-06-13
Community Trademark	WATCHPOINT	001716018	2002-11-07
Japan	WATCHPOINT	4650776	2003-03-07
South Korea	WATCHPOINT	450041988	2012-10-17
Mexico	WATCHPOINT	673543	2000-09-29
Taiwan	WATCHPOINT	147152	2001-08-16
United States	WATCHPOINT	2636152	2002-10-15
United States	MEDIAPATH	2640688	2002-10-22
India	MEDIAPLEX	1100704	2002-04-29
Hong Kong	MEDIAPLEX	200407183	2008-11-14
Australia	SKYSTREAM	746467	1997-10-16
Australia	SKYSTREAM	472324	1987-09-07
Switzerland	SKYSTREAM	451733	2007-12-08
Community Trademark	SKYSTREAM	656298	2002-05-15
Hong Kong	SKYSTREAM	2004B07720	2001-10-06
Hong Kong	SKYSTREAM	102882003	2001-07-04
Hong Kong	SKYSTREAM	200310288	2001-07-04
Japan	SKYSTREAM	4280738	1999-06-04
Norway	SKYSTREAM	190798	1998-06-12

[Schedule A to Trademark Assignment Agreement – Ericsson Inc. to MK Systems USA Inc.]