

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM566573

<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>
App Annie Limited		03/10/2020	Company: HONG KONG
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	App Annie Europe Limited		
<b>Street Address:</b>	Shropshire House, 5th Floor, 2-10 Capper Street		
<b>City:</b>	London		
<b>State/Country:</b>	ENGLAND		
<b>Postal Code:</b>	WC1E		
<b>Entity Type:</b>	Private Limited Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4668057	APP ANNIE	
<b>Registration Number:</b>	4493458	APP ANNIE	
<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>	4155068105		
<b>Email:</b>	don@tco.law		
<b>Correspondent Name:</b>	Donald A. Thompson		
<b>Address Line 1:</b>	595 Pacific Ave., 4th Floor		
<b>Address Line 2:</b>	THOMPSON & CO.		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94133		
<b>NAME OF SUBMITTER:</b>	Donald A. Thompson		
<b>SIGNATURE:</b>	/Donald A. Thompson/		
<b>DATE SIGNED:</b>	03/11/2020		
<b>Total Attachments: 4</b>			
source=SIGNED.App Annie Trademark_Assignment_Agreement.031020#page1.tif			
source=SIGNED.App Annie Trademark_Assignment_Agreement.031020#page2.tif			
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## CONFIRMATORY TRADEMARK ASSIGNMENT AGREEMENT

This Confirmatory Trademark Assignment Agreement ("**Trademark Assignment**"), formalized as of the last date signed below, is by and between App Annie Limited ("**Seller**"), a Hong Kong limited company with an address at 35/F Central Plaza, 18 Harbour Road, Wan Chai, Hong Kong, and App Annie Europe Limited ("**Buyer**"), a United Kingdom private limited company with an address at Shropshire House, 5th Floor 2-10 Capper Street, London, England, WC1E (each a "Party" and together the "Parties").

WHEREAS, the Parties are related entities under the common control of App Annie Inc., a Delaware corporation with an address at 23 Geary Street, Suite 400/800 San Francisco California USA 94108;

WHEREAS, the Parties have entered into a certain Capital Contribution Agreement, whereby Seller has transferred various intangible assets and corresponding goodwill to Buyer;

WHEREAS, subject and pursuant to the Capital Contribution Agreement, the Parties now desire to formalize this Trademark Assignment for recording with the United States Patent and Trademark Office, as well as other trademark offices and agencies in applicable jurisdictions;

NOW THEREFORE, the Parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby agreed between the Parties, Seller hereby acknowledges having transferred to Buyer, and Buyer hereby acknowledges having accepted from Seller, all of Seller's right, title, and interest in and to the following:

(a) the trademark registrations and trademark applications set forth on Schedule ~~1~~ hereto and all issuances, extensions, and renewals thereof (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding offices or agencies in other jurisdictions to record and register this Trademark Assignment upon request by Buyer.

3. Terms of Capital Contribution Agreement. This Trademark Assignment shall not vary, amend, or supersede the Capital Contribution Agreement. In the event of any conflict between this Trademark Assignment and the Capital Contribution Agreement, the Capital Contribution Agreement shall control.

4. Counterparts. This Trademark Assignment may be executed by electronic means and in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same instrument. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other electronic means shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

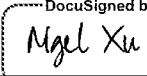
5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the Parties and their respective successors and assigns.

6. Governing Law and Jurisdiction. Any questions, claims, disputes or litigation concerning or arising from this Trademark Assignment shall be governed by the laws of the United Kingdom. The Parties agree to submit to the exclusive jurisdiction of the courts in the United Kingdom for any matter arising out of or relating to this Agreement.

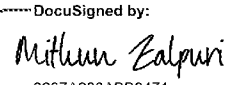
[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have duly executed and delivered this Trademark Assignment as of the last date written below.

APP ANNIE LIMITED

DocuSigned by:  
By:   
Name: Nigel Xu  
Title: SVP  
Date: 3/10/2020

APP ANNIE EUROPE LIMITED

DocuSigned by:  
By:   
Name: Mithun Zalpuri  
Title: Director  
Date: 3/10/2020

**SCHEDULE 1****Assigned Trademarks**

<b>Jurisdiction</b>	<b>Mark</b>	<b>International Class(es)</b>	<b>Filing Number</b>
Brazil	APP ANNIE	35	90962942
Brazil	APP ANNIE	42	90962977
Canada	APP ANNIE	9, 42	TMA958724
China	APP ANNIE	9, 35, 42	1166876
EU	APP ANNIE	9, 35, 42	1166876
Hong Kong	APP ANNIE	35	302452824AB
Hong Kong	APP ANNIE	9, 42	302452824AA
India	APP ANNIE	9, 35, 42	3127026
Japan	APP ANNIE	9, 35, 42	1166876
Malaysia	APP ANNIE	9	2015064315
Malaysia	APP ANNIE	35	2015064314
Malaysia	APP ANNIE	42	2015064312
Mexico	APP ANNIE	9	1637686
Mexico	APP ANNIE	35	1694924
Mexico	APP ANNIE	42	1642776
Philippines	APP ANNIE	9, 35, 42	4-2015-503243
Russian Federation	APP ANNIE	9, 35, 42	1166876
South Korea	APP ANNIE	9, 42	45-0063483
South Korea	APP ANNIE	35	1166876
USA	APP ANNIE	9	4668057
USA	APP ANNIE	35, 42	4493458
WIPO (IR)	APP ANNIE	9, 35, 42	1166876