

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM578500

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Spotfront, Inc.		03/23/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Microsoft Corporation		
Street Address:	One Microsoft Way		
City:	Redmond		
State/Country:	WASHINGTON		
Postal Code:	98052		
Entity Type:	Corporation: WASHINGTON		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5469386	PROMOTEIQ	
Registration Number:	5469382	SPOTFRONT	
CORRESPONDENCE DATA			
Fax Number:	2067577014		
<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:	2067578014		
Email:	mstm@dwt.com		
Correspondent Name:	Matthew E. Moersfelder		
Address Line 1:	920 Fifth Avenue, Suite 3300		
Address Line 4:	Seattle, WASHINGTON 98104		
NAME OF SUBMITTER:	Mary Hadley		
SIGNATURE:	/Mary Hadley/		
DATE SIGNED:	05/28/2020		
Total Attachments: 2			
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CONFIRMATORY TRADEMARK ASSIGNMENT

Spotfront, Inc., a Delaware corporation ("Assignor"), adopted, owns and uses the trademarks and associated registrations identified in the attached Exhibit A (collectively, the "Marks").

Microsoft Corporation, a Washington corporation ("Assignee") acquired the entire right, title and interest in and to the Marks, together with all related common law rights and the goodwill of the business symbolized by the Marks.

Pursuant to the Agreement and Plan of Merger between the parties dated July 2, 2019, (the "Agreement"), Assignor transferred to Assignee all right, title and interest in and to certain portions of Assignor's business, including the Marks, together with all related common law rights and the goodwill of the business symbolized by the Marks.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms it has assigned to Assignee, its successors and assigns, all right, title and interest in and to the Marks, together with that portion of its business relating to the Marks and the goodwill of the business associated therewith, in the United States and throughout the world.

This Assignment is effective as of the Effective Date of the Agreement.

Microsoft Corporation

Signed: Camillo Gatta

Name: Camillo Gatta

Its: Assistant Secretary

Date: 13 May 2020

Spotfront, Inc.

Signed: Benjamin Dondorf

Name: Benjamin Dondorf

Its: Vice-President

Date: March 23, 2020

Trademark Assignment – Exhibit A

Spotfront, inc., a Delaware corporation (Assignor)

Microsoft Corporation, a Washington corporation (Assignee)

Registrations

Mark	Country	Classes	Registration Number	Registration Date
PROMOTEIQ	United States	42	5469386	05/15/2018
SPOTFRONT	United States	42	5469382	05/15/2018