

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM623350

<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>
MLW Squared, Inc.		01/26/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Quotient Technology Inc.		
<b>Street Address:</b>	400 Logue Avenue		
<b>City:</b>	Mountain View		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94043		
<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>	4784411	AHALOGY	
<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>	4084141239		
<b>Email:</b>	trademarks@h35g.com		
<b>Correspondent Name:</b>	Iryna Vyshynska		
<b>Address Line 1:</b>	1 Almaden Boulevard - Floor 12		
<b>Address Line 4:</b>	San Jose, CALIFORNIA 95113		
<b>NAME OF SUBMITTER:</b>	Iryna Vyshynska		
<b>SIGNATURE:</b>	/IrynaVyshynska/		
<b>DATE SIGNED:</b>	01/29/2021		
<b>Total Attachments: 3</b>			
source=2021-01-26 IP Assignment - MLW Squared FE#page1.tif			
source=2021-01-26 IP Assignment - MLW Squared FE#page2.tif			
source=2021-01-26 IP Assignment - MLW Squared FE#page3.tif			

OP \$40.00 4784411

## INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (“Assignment”) is dated as of January 26, 2021, by and between, MLW Squared, Inc., a Delaware corporation, located at 3197 Linwood Avenue, Cincinnati, OH 45202 (hereinafter “**Assignor**”), and Quotient Technology Inc. (hereinafter “**Assignee**”) a Delaware corporation, located at 400 Logue Avenue, Mountain View, CA 94043, and sole shareholder of Assignor (together, the “Parties”).

WHEREAS, Assignor has made a certain new and useful invention and owns all right, title and interest to the invention and corresponding patent applications as set forth in Exhibit 1 (collectively, the “Patents”), and is the owner of all right, title and interest in and to the trademarks and the trademark registrations as set forth in Exhibit 2 (collectively, the “Trademarks”); and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to said Patents and Trademarks by the Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the Parties hereby agree as set forth below.

**1. Assignment.** Assignor hereby sells, assigns, transfers and conveys to Assignee the entire exclusive right, title, interest in and to the Patents and the Trademarks, including, without limitation: the goodwill of the business connected with and symbolized by the Trademarks; statutory, equitable, and common law rights arising from the Trademarks; the right to renew any registrations included in the Trademarks; the right to apply for trademark registrations in the United States and all foreign countries based in whole or in part upon the Trademarks; the right to any application, continuation, continuation-in-part, divisional, reexamination, renewal, substitute, and/or reissue of the Patents in the United States and all foreign countries, and any priority right that may arise from the Patents and the Trademarks, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

**2. Recordation and Further Actions.** Assignor authorizes the Commissioner of Patents and Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and any other applicable government agency or official to record and/or register this Assignment upon request by Assignee or its designated agent(s). Assignor agrees to further execute any documents reasonably necessary to transfer ownership of the Patents and/or Trademarks and perfect title in Assignee including, but not limited to, assignments, transfers and related powers of attorney.

**3. General.**

(a) Entire Agreement. This Assignment, together with all related exhibits and schedules, constitutes the sole and entire agreement of the Parties with respect to the subject matter contained herein and supersedes all prior and contemporaneous understandings and agreements, both written and oral, with respect to such subject matter.

(b) Successors and Assigns. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

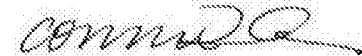
(c) Governing Law. All matters arising out of or relating to this Assignment shall be governed by and construed in accordance with the laws of the United States and the laws of the State of California without giving effect to any choice or conflict of law provision or rule (whether of the State of California or any other jurisdiction).

(d) Counterparts. This Assignment may be executed by the Parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile or electronic transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the Parties hereto have executed this Assignment as of the date first above written.

ASSIGNOR

MLW SQUARED, INC.

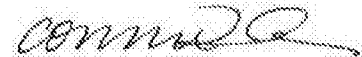


By: Connie Chen

Title: Secretary

ASSIGNEE

QUOTIENT TECHNOLOGY INC.



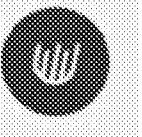
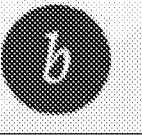
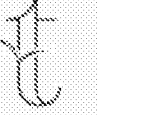
By: Connie Chen

Title: General Counsel, Compliance Officer and Secretary

**Exhibit 1**  
**Patents**

<b>Title of the Invention</b>	<b>Country</b>	<b>Type of the Application</b>	<b>Application No.</b>	<b>Filing Date</b>
Mobile Webview Experience Manager	United States	Provisional	61/980,075	04/16/2014
Mobile Webview Experience Manager	United States	Non-provisional	14/688,721	04/16/2015

**Exhibit 2**  
**Trademarks**

<b>Mark</b>	<b>Jurisdiction</b>	<b>Registration No.</b>	<b>Registration Date</b>	<b>Application No.</b>	<b>Filing Date</b>
AHALOGY	United States	4784411	August 4, 2015	86306671	June 11, 2014
AHALOGY	European Union	012993069	November 3, 2014	012993069	June 13, 2014
AHALOGY	United Kingdom	UK00912993069	November 3, 2014	UK00912993069	June 13, 2014
STYLE ZEN	United States	4300854	March 12, 2013	85671837	July 9, 2012
BRANDABLES	United States				
MUSE ARCHITECTURE	United States				
MUSE	United States				
AHA!OGY	United States				
APERTURE ARCHITECTURE	United States				
SMART STACKS	United States				
TRELLIS	United States				
	United States				
	United States				
	United States				